

LIFE

THE WORLD WE LIVE IN: PART VI
AGE OF MAMMALS

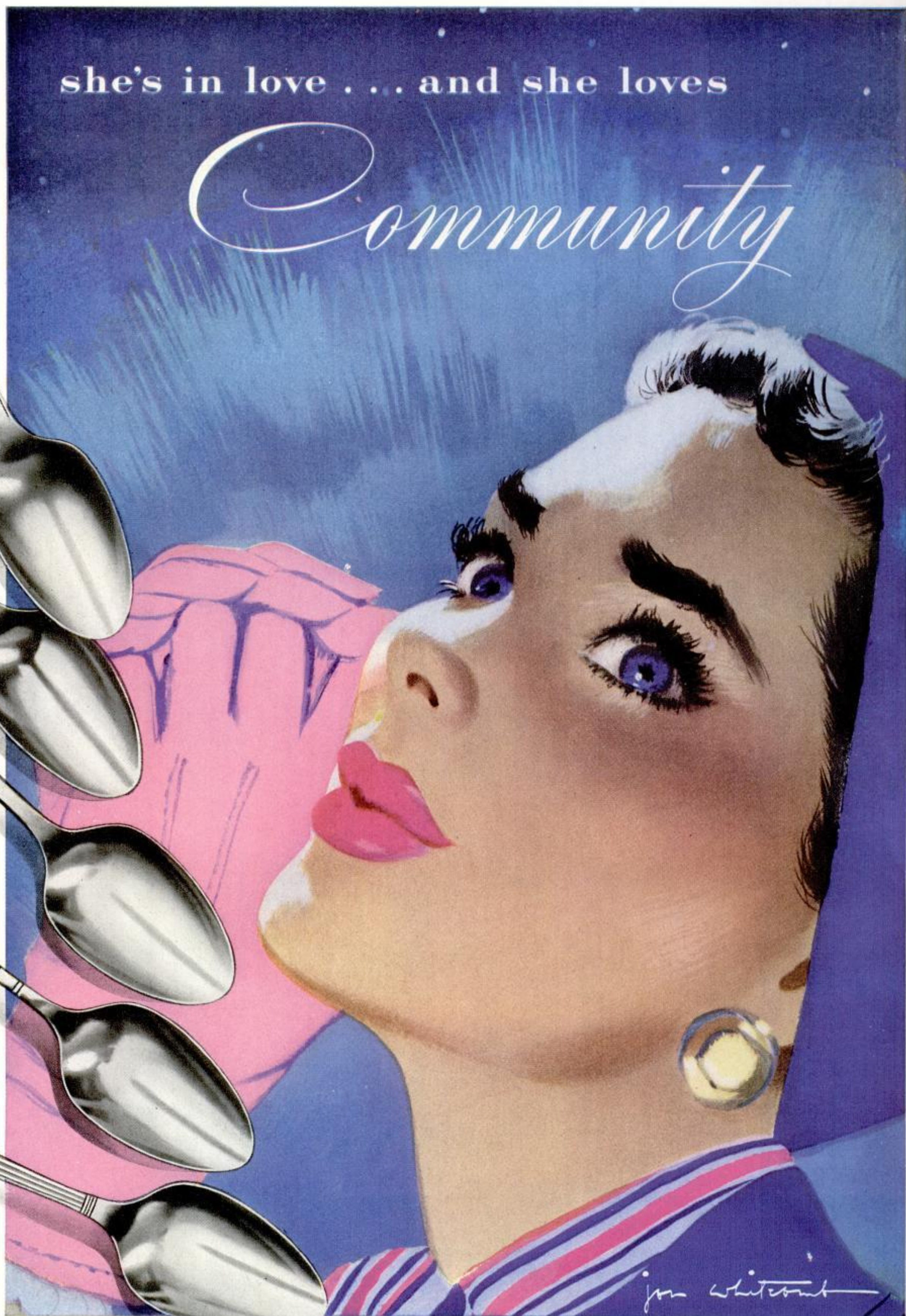


20 CENTS

OCTOBER 19, 1953

she's in love . . . and she loves

Community



And she wants her whole service—right from the start!

One or two place settings just won't do—not when you're bursting to entertain right away. Lucky for you, the slowpoke way to collect silverware is really unnecessary. Now a whole chest full of precious Community silverplate—all you need to serve dinner

for eight—can be yours for surprisingly little.

All five best-loved Community patterns are on display now at your friendly jeweler's. Feel the impressive weight and balance of each piece. Notice the sharp serrated edge on every grille and dinner knife. Your

jeweler will show you the "Overlay" of pure silver—for lifetime wear protection. And he'll explain his easy payment plan. Dinner services for 8 start at \$59.75, including chest with Kenized* tarnish-resistant lining. Community* . . . the finest silverplate.

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1953, ONEIDA LTD.



Keep this under your cap

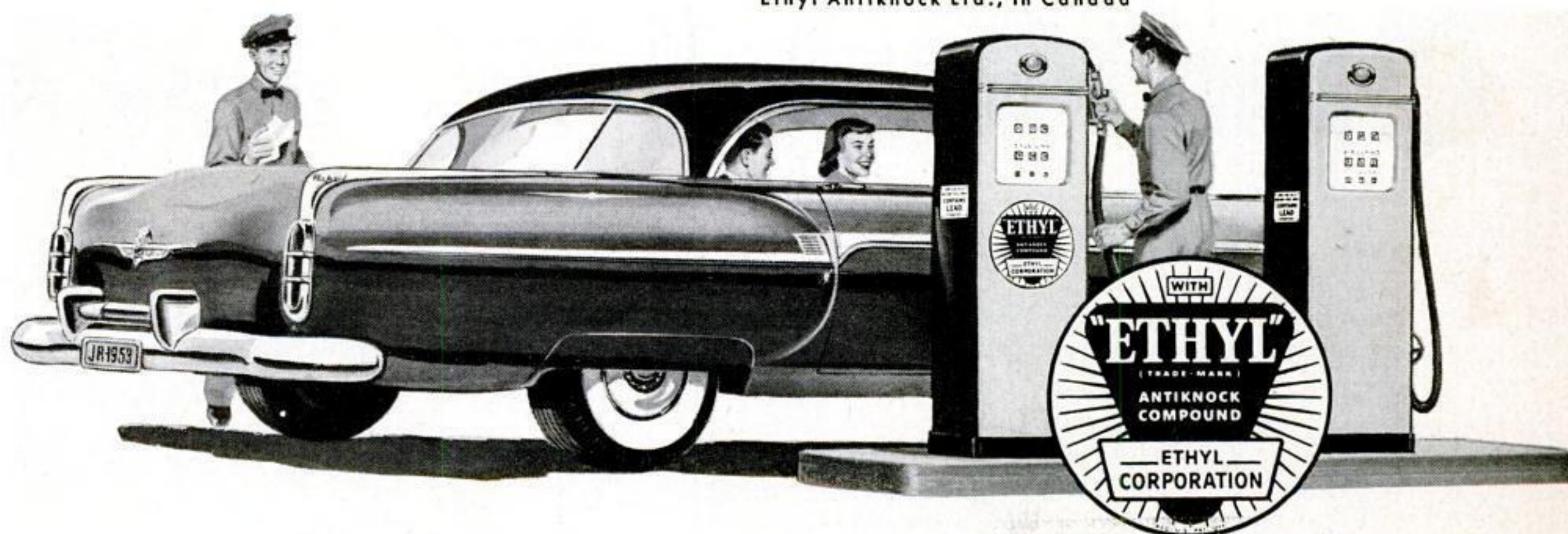
—it's the secret of top performance

Next time your service station man removes the cap on your gas tank, tell him to fill 'er up with "Ethyl" gasoline. High octane "Ethyl" gasoline will make a powerful difference in the performance of your car.

You'll get top power and full mileage from every gallon.

And all the while you'll be protecting your engine from the harmful effects of "knock." Yes—there's nothing like a tankful of "Ethyl" gasoline to make driving the pleasure it should be!

ETHYL CORPORATION • New York 17, N. Y.
Ethyl Antiknock Ltd., in Canada



Protect your engine—get more power with **ETHYL** gasoline

TRADE-MARK



One brushing gives
Anti-Enzyme Protection
Against Decay Acids
 ... even where brush can't reach



A leading university reports that Pepsodent protects against dangerous enzyme-formed acids that cause decay! That's because Pepsodent's Oral Detergent cleans even hard to get at places where most tooth decay starts!

PEPSODENT with **ORAL DETERGENT** discovery brings

Clean Mouth Taste for Hours

Research proves it gives you the cleanest teeth!

A famous university proved Pepsodent's ORAL DETERGENT cleans teeth cleanest of the leading toothpastes. *Your own proof* is the clean mouth taste for hours!

Why can Pepsodent do this? Because only Pepsodent has ORAL DETERGENT—the exclusive combination of IRIUM (purified alkyl sulphate) for cleaning teeth—plus I.M.P. (insoluble metaphosphate) for polishing teeth. And you know the cleaner your teeth, the cleaner your breath and the better you fight decay. Lever Brothers Company unconditionally guarantees your satisfaction or your money refunded.



Have you tasted new
 Pepsodent Chlorophyll?



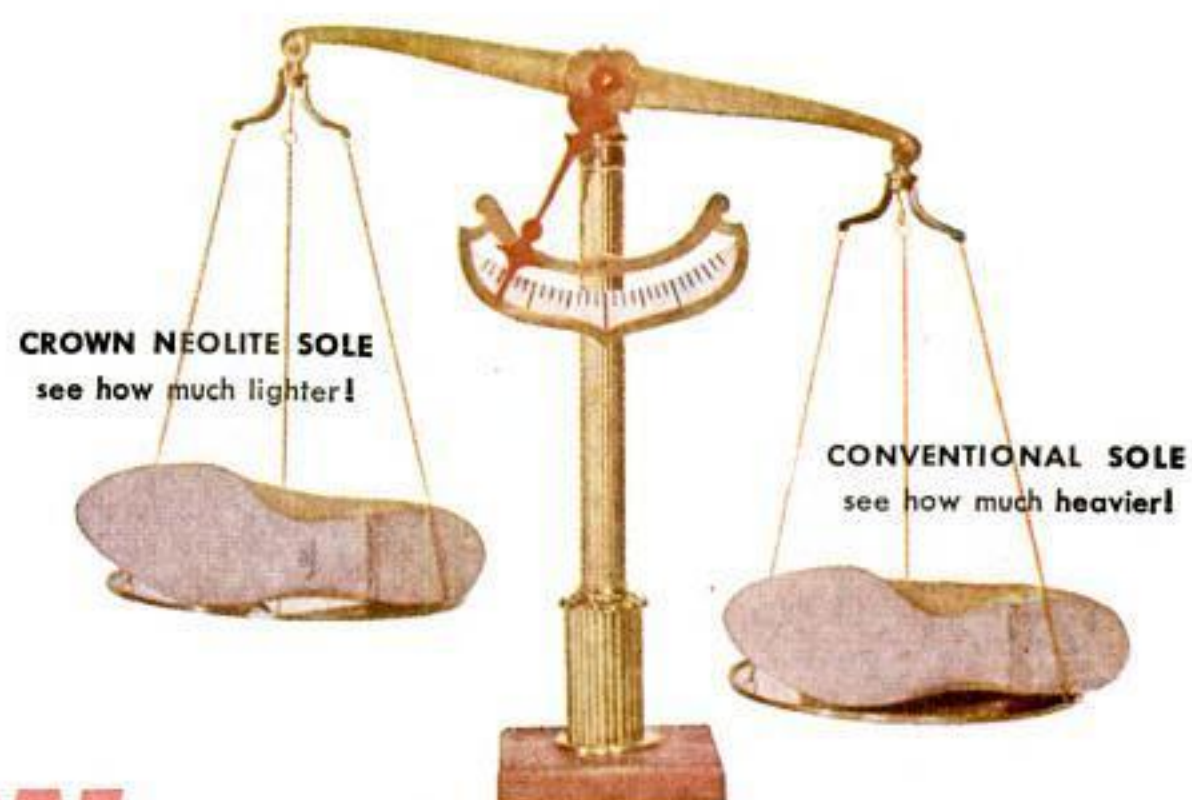
NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

New Lightness

... soles that bring new comfort to casuals,
longer-lasting smartness to all your shoes!

What's the big news in footwear fashions? New CROWN NEOLITE Soles!

They're the lightest, easiest-going soles you ever saw. So trim and dainty looking! Yet they keep their shape beautifully—and that helps your shoes keep their smart lines far longer!



NEW
CROWN NEOLITE
SOLES



Your feet feel lighter the whole day long!

New CROWN NEOLITE Soles are actually 25% lighter—
make the whole shoe lighter, more comfortable!

Imagine . . . soles as flexible as a shadow!

Your feet will feel the difference . . . a grand new sense of comfort! So whenever you buy shoes or have shoes re-soled look for the Crown emblem and the NEOLITE name. *Step on it!*



ANN BLYTH, CO-STARRED IN MGM'S
"ALL THE BROTHERS WERE VALIANT"

ANN BLYTH agrees...She'll know how much
you love her if you give her a **LANE!**



Unusual modern chest in Seafoam mahogany with roomy drawer in base. Model #2853. **\$79.95***
Also in blond oak, #2852; Cordovan mahogany, #2856. Lane Table, #240. Chest price,



A LANE Cedar Chest is the gift that tells a girl—more tenderly than words—how much you care for her.

It's a beautifully sentimental way of saying that you share all her happiest expectations . . . for the future . . . and the home she'll someday have.

Yet in a very practical way, a Lane helps her plan for that home. Magically it gathers other gifts—a heavenly collec-

tion of blankets, quilts, fine bed and table linens, delicate lingerie—gifts that every bride dreams of owning.

And what wonderful storage space a Lane offers—especially for woolens! It keeps precious things sweet-smelling and fresh—safe from moths and dust—as no other storage method can.

Besides that, just one garment saved from moths can pay for a handsome Lane!

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane Chests at... **\$49.95*** Easy terms

LANE CEDAR CHESTS

Also makers of
Lane Tables

*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



DINING ROOM

Handsome modern lowboy in blond oak. Drawer in base. Model #2920. Also in Seafoam mahogany, #2929. Each, \$79.95.*



FOYER

Attractive modern in lustrous walnut. Self-lifting tray. Model #2874. Also in gray walnut, #2869. Each, \$59.95.*



BEDROOM

Streamlined modern in figured blond Sonora. Aroma-tight and pressure-tested. Self-lifting tray. Model #2700—\$69.95.*



FOYER

Handsome 18th Century chest in rich mahogany with convenient self-lifting tray for smaller things. Model #2601—\$59.95.*



BEDROOM

Streamlined modern in matched American walnut with touches of Paldao wood. Self-lifting tray. Model #2971—\$49.95.*



FOYER

Stunning modern in blond oak, with self-lifting tray. Model #2966. Also in Seafoam mahogany, #2979. Each, \$59.95.*



LIVING ROOM

18th Century chest in glorious mahogany. Full-length drawer in base, simulated drawers above. Model #2221—\$79.95.*



FOYER

Striking modern in blond oak with simple, charming lines. Self-lifting tray. Model #2968. Also in walnut, #2995. Each, \$49.95.*

© 1953, The Lane Company, Inc.

CONMAR, makers of the guaranteed zipper, suggest

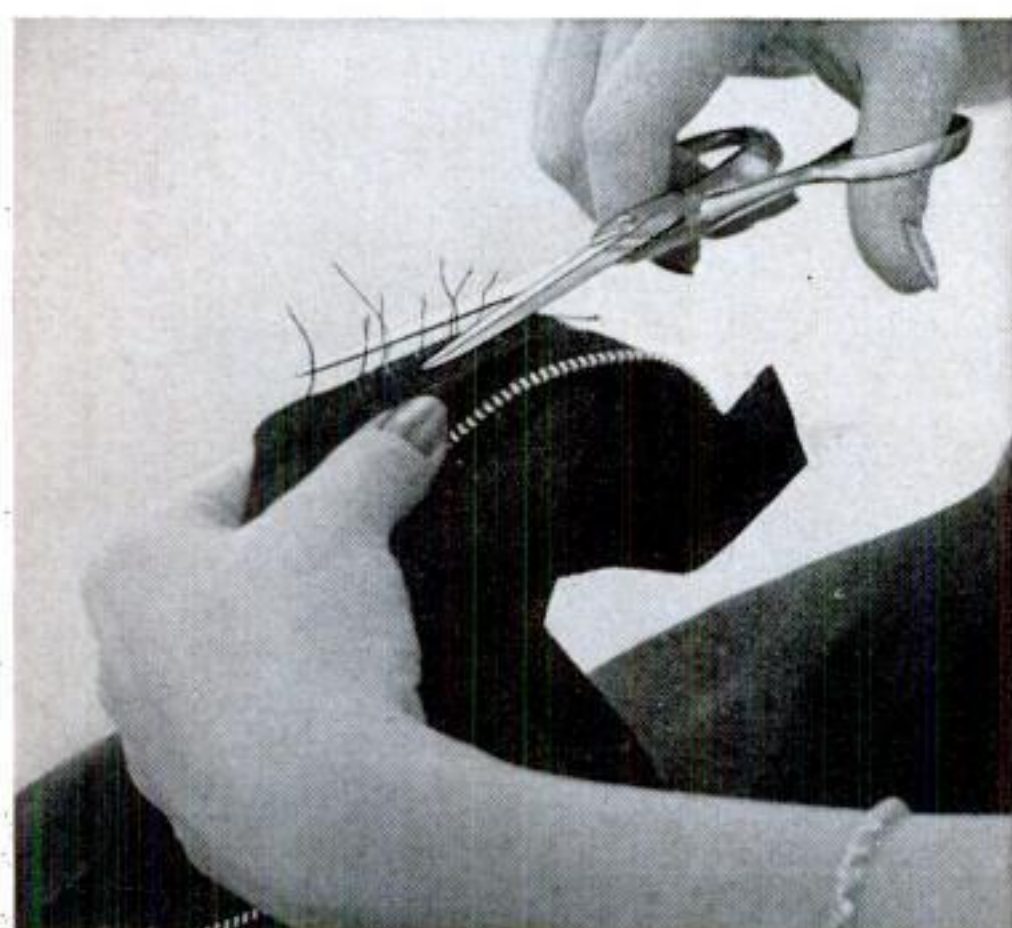
4 WAYS TO KEEP OUT OF ZIPPER TROUBLE



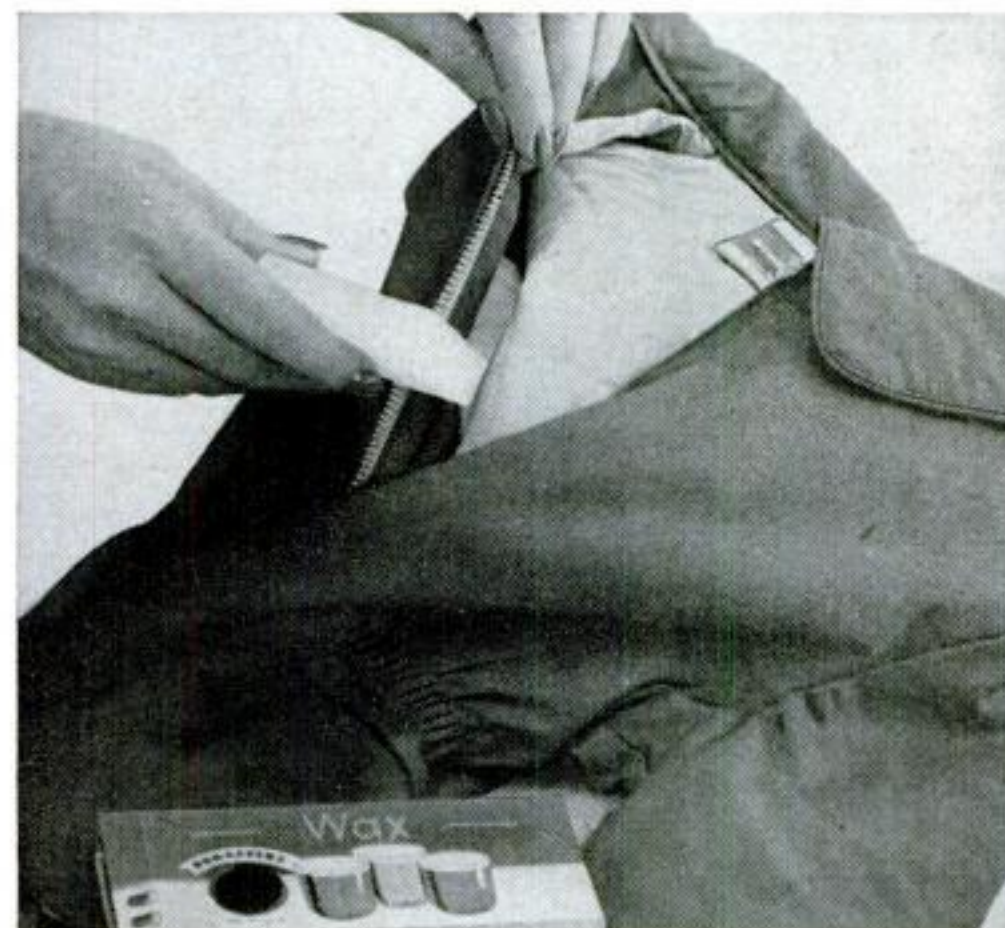
1 BE SURE to close zippers on trousers, skirts or dresses before pressing. There is a good reason for doing this. It prevents the slider from being damaged by the iron. If a zipper tends to stick immediately after a garment has been cleaned or pressed, it's usually because this very simple rule was neglected.



ISN'T IT A RELIEF to know that you need never get stuck in a nasty zipper jam like this again? The Conmar experts promise that just by taking the four simple precautions on this page, you can avoid most zipper difficulties. And one more thing. Caution the children *never* to yank or force a zipper. Zippers are like all mechanical devices. They respond better to gentle and considerate treatment.



2 SNIP OFF ragged edges. The finest zipper—even a Conmar—can jam on a bit of thread. So why not take the time to go over your wardrobe occasionally and snip off any ragged edges or loose threads that could get caught in the zipper teeth? It may save you precious minutes some time when you're hurrying to go out.



3 NEVER USE pliers or other tools. Zippers should slide easily when you pull them. Of course, you can sometimes help a poor zipper to work better by applying paraffin wax. But a good zipper, *particularly* a Conmar, shouldn't need it. Conmar zippers, you see, are made to outlast anything they're attached to!



4 ALWAYS LOOK at the pull-tab on the zipper before you buy any zippered article. And you know, one way to be sure of getting a dependable zipper is to look for the name "Conmar." Every Conmar zipper is *guaranteed* to work perfectly—or we'll repair or replace it! Conmar Products Corp., Newark 1, N. J.

This One





GARDNER, GABLE AND KELLY IN THE STUDIO

SPEAKING OF

. . . Single photograph is parlayed whimsically into

The picture at left was one of the mass which flooded the M-G-M publicity office charged with luring the public to see the new movie *Mogambo*. It seemed like a suitably African pose for the stars of the movie: Clark Gable (looking no older than he did the first time he played the role, in 1932, when the film was

called *Red Dust*), Ava Gardner, Grace Kelly.

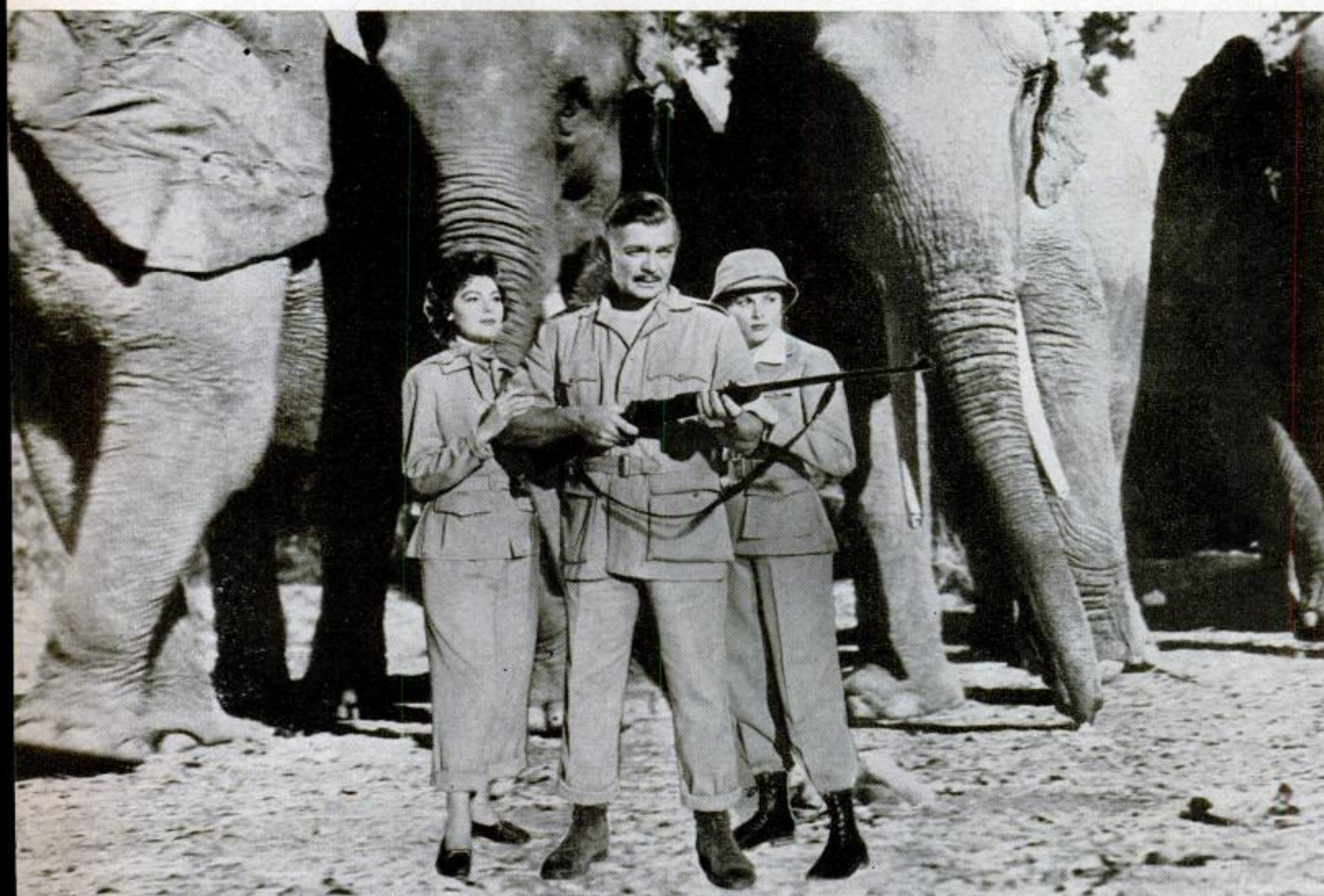
A whimsical press agent decided to have some innocent fun by substituting the jungle and the veld for the picture's unexciting studio background. He clipped out the three figures and pasted them up on other pictures more redolent with local color, which had



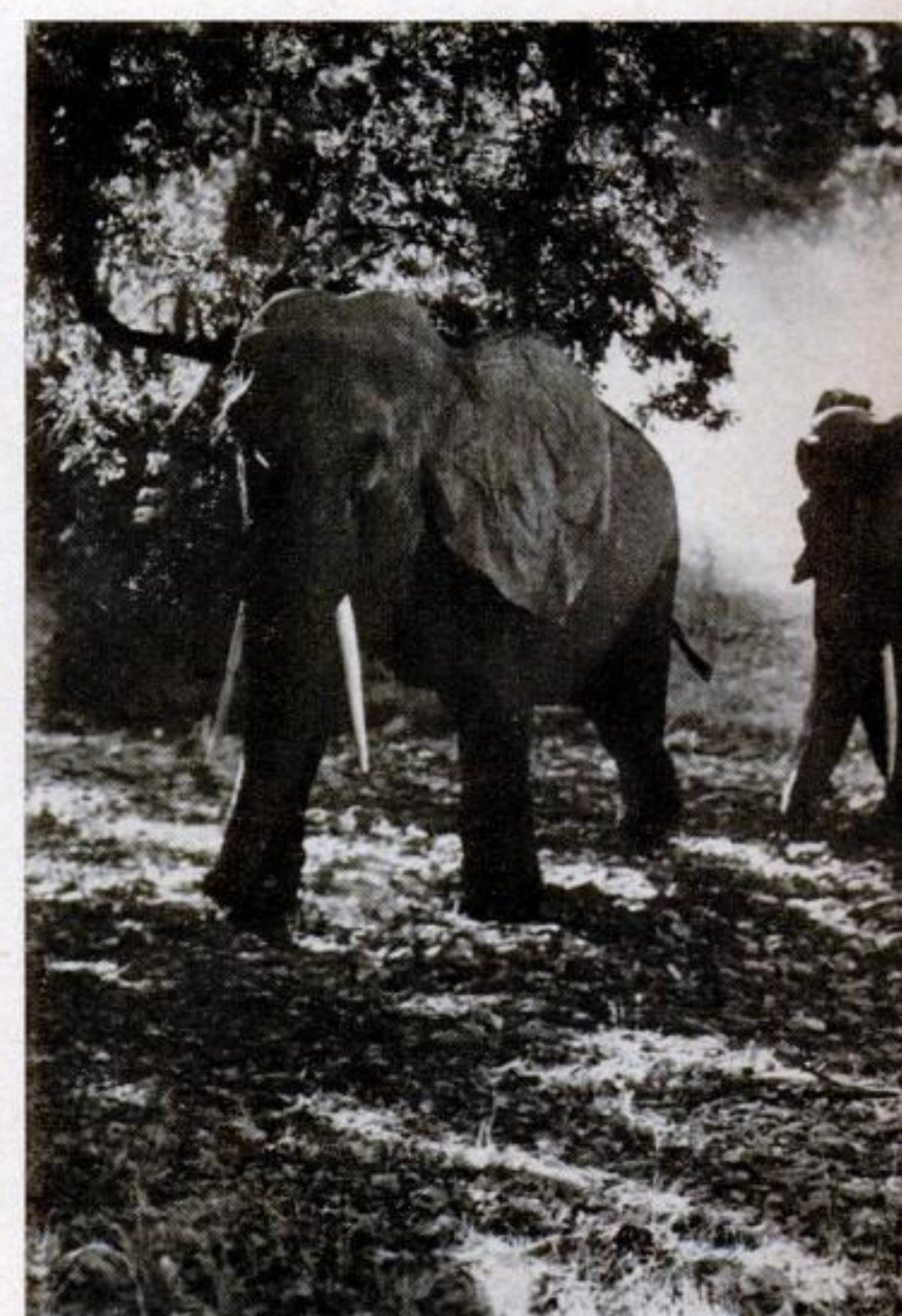
PUBLICITY MAGIC REMOVES THE SCREEN (ABOVE) AND SUBSTITUTES A RHINOCEROS-RIDDEN JUNGLE



SAME STARS STAND WATCH WITH THE SAME GUN



THE HIPPOS IN THEIR TURN ARE REPLACED BY A FEARSOME HERD OF GIANT AFRICAN ELEPHANTS

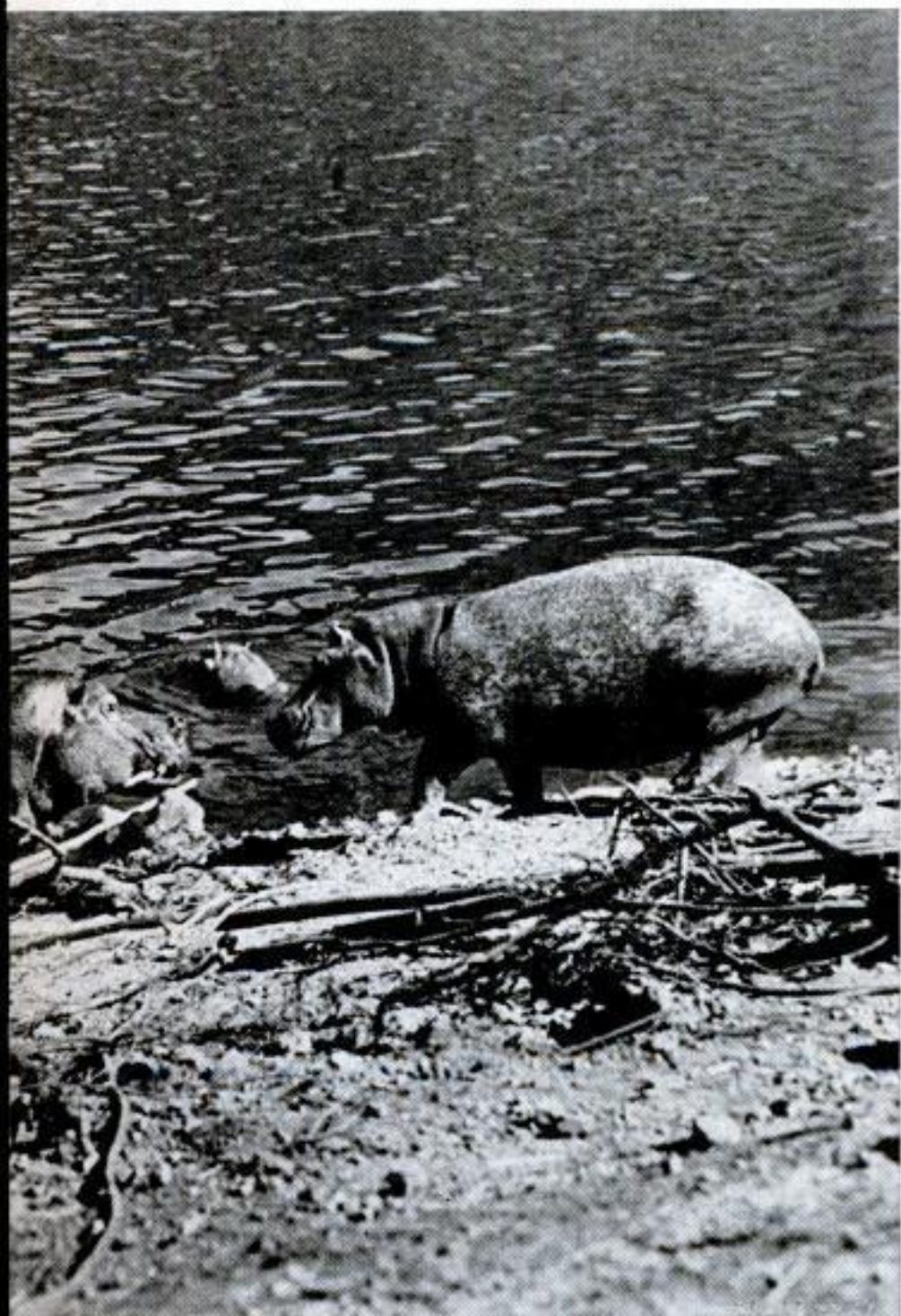


THE ELEPHANTS TURN LUMBERING TO THE SIDE

PICTURES

a jungle phantasmagoria

been taken by a second camera crew on safari through east Africa. The result shown below (with some variations on the right) was to put the remarkably dead-pan actors—whose actual contact with local wild life had mostly been confined to the Nairobi game reserve—into some remarkably terrifying predicaments.



BUT THE RHINOS HAVE TURNED INTO HIPPOS



AND SO DOES THE TRIO OF MIGHTY HUNTERS

QUICK CHANGE AMONG THE LEOPARDS



CLARK GABLE GOES WARILY DOWN A LONELY AFRICAN ROAD WHILE GIRAFFES BROWSE PEACEFULLY



QUICK AS A FLASH HE CHANGES INTO SOME WHITE SHORTS AND AIMS FOR A COUPLE OF LEOPARDS



THE LEOPARDS COWER BACK IN BRUSH AS COMPANIONS JOIN GABLE. GIRAFFES REMAIN UNMOVED

Florsheim Shoes

*Cost less in the Long Run
—by the Month or by the Mile!*



*The VIKING, S-1437,
brown, imported Glasgow grain "long
wing", stitched storm well, \$24.95*

Men who define economy in terms of quality know that better shoes cost less in the long run. In Florsheim Shoes, the finest of materials and workmanship combine to produce shoes that look better longer and thus save you money — by the month or by the mile!

Other Florsheim Styles \$17⁹⁵ and higher

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

'MOGAMBO' CONTINUED

A GOOD MOVIE'S KICKS ARE . . .



... GRACE KELLY IN PANTHER PIT

Mogambo is one great entertaining grab bag of old-fashioned thrills. When an English anthropologist's stuffy wife, played impressively by young Grace Kelly, goes out walking alone, it isn't long before she has fallen into a panther trap and is crouching in helpless terror a few feet beneath a fierce beast.



...CLARK GABLE AS SPEAR TARGET

Besides killing the panther, catching a family of gorillas and maintaining a semblance of order between the two beautiful women who are in love with him, the white hunter-hero of the movie has to prove his virility by standing against a wall and letting tribesmen throw spears at him from 50 feet.

ALL THIS AND AVA TOO

CONTINUED ON PAGE 11



THIS is the way to saw wood!

NEW Power Tool for Easy Woodcutting

New gasoline-powered McCulloch chain saw cuts firewood, pulpwood, saw logs, fence posts, poles, ties, props, beams. It fells and limbs trees. It bucks logs and prunes branches. It rips logs into construction timber. It clears land and maintains orchards. In any kind of woodcutting, this new, professional-quality chain saw will save its purchase price in less than a year, often in less than a month!

**Weights only
20 lb. complete**
Only \$225
f.o.b. Los Angeles



CUTS FAST AND CLOSE!

It will take you just about 1 minute to fell a tree like this, leaving a stump less than 1 inch high.



WORKS IN ANY POSITION!

Saws full power without adjustment upside down, rightside up, any angle the work calls for.



AMAZINGLY EASY TO USE!

Weights only 20 pounds complete! Balanced for easiest felling, bucking, pruning, limbing, ripping.



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Portable, high-speed
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NEW WOODCUTTING MANUAL

32 pages of useful information. Shows how experts cut wood. Illustrates many techniques of felling, bucking, limbing, pruning, topping, ripping. Use handy coupon; please enclose 10¢ to cover handling and postage.



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Send illustrated literature on items checked, name of nearest dealer. (Literature free, except manual)

☐ New, low-priced chain saw ☐ Chain saws for large timber
☐ 32-page Woodcutting Manual (Enclose 10¢)

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Telechron electric clocks start at 398*

* Prices plus tax. Prices and specifications subject to change without notice. Telechron is a trademark for products of Telechron Department, General Electric Company, Ashland, Mass.



GARDNER GAMUT of temperament is extended in *Mogambo* to include suavity, shown here as she pours drinks for her lover and his new girl friend.



A GARDNER GAMBIT of rather ancient vintage is tried out on the hero, who at this stage of the plot is more interested in keeping his gun clean.



GARDNER IN HER GLORY sprawls during a drinking bout in the arms of her hero, as he learns the hard way that a girl of her type is the type for him.

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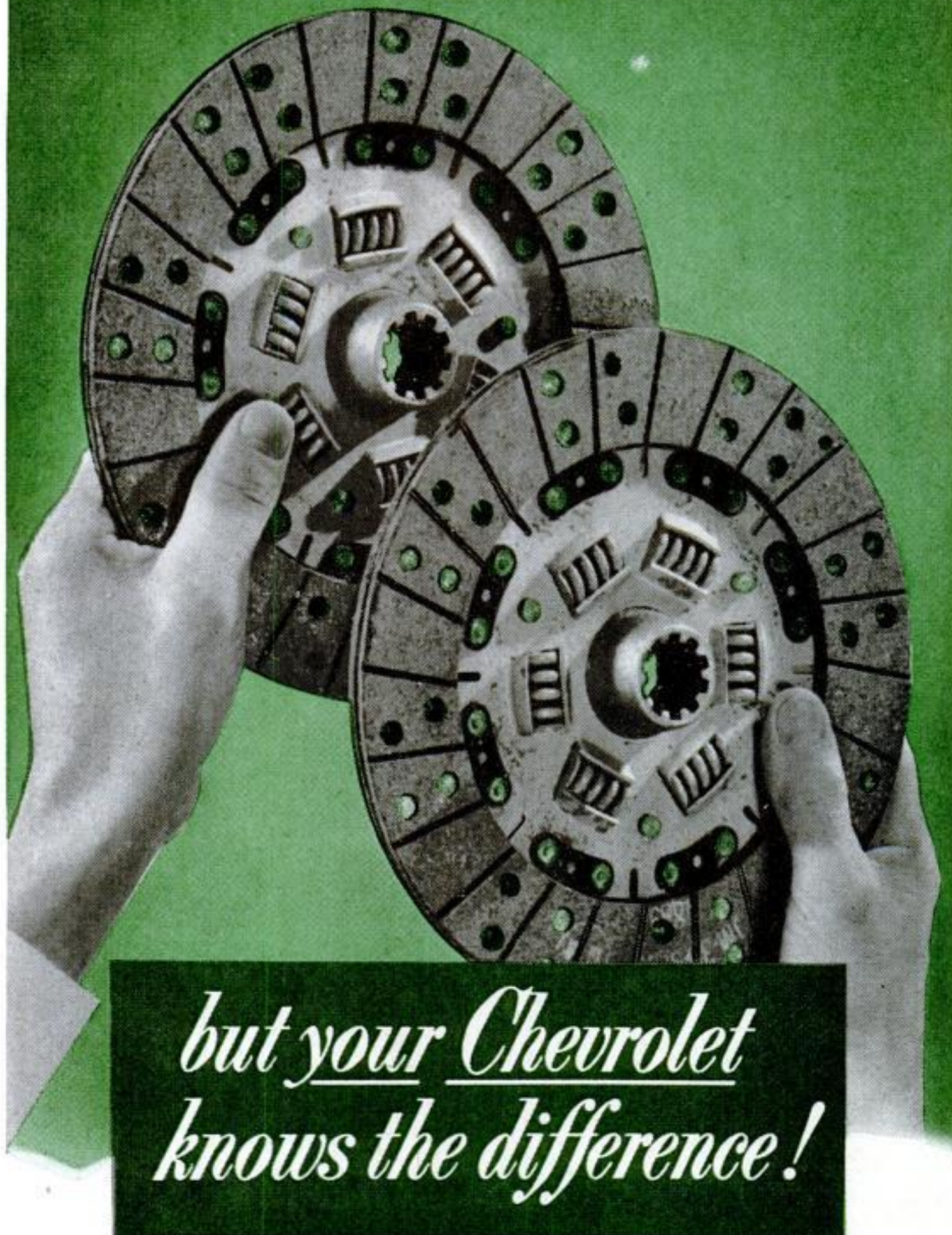
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Made to fit right, function better, last longer



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Build it around delicious
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 home cooked in 7 minutes!



SERVES
 4

(Also available in Canada)



KRAFT-QUICK Shopping List

Kraft Dinner
 Canned luncheon meat
 Chili sauce
 Celery
 Radishes
 Green pepper
 Bread
 Bakery apple pie

KRAFT-QUICK Dinner Menu

Kraft Dinner Ring Mold
 and
 Broiled Meat Slices with
 Green Pepper Rings with Chili Sauce
 Celery Sticks Radish Roses
 Bread Parkay Margarine
 Apple Pie
 Coffee

KRAFT TESTED RECIPE! Prepare the Kraft Dinner according to the directions on the package. Pack into a 6½-inch ring mold brushed with melted margarine. Cut the luncheon meat into 8 slices and broil them. Unmold the Kraft Dinner ring in the center of a round chop plate and surround with hot broiled luncheon meat. Garnish with slices of green pepper filled with chili sauce.

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Sirs:

Robert Coughlan's first instalment about Faulkner ("The Private World of William Faulkner," LIFE, Sept. 28) gets A-plus in my grade book.

GEORGE E. SIMMONS

Tulane University
New Orleans, La.

Sirs:

Why people such as Faulkner must be continually upheld by literate people is beyond me. It would be refreshing and unique to read an article about a normal, well-adjusted individual for a change. . . .

LILLIAN MUELLER

Detroit, Mich.

Sirs:

. . . What purpose is served by the revelation of Faulkner's personal life, except perhaps the enormous pleasure Mr. Coughlan must take in rubbing a great man's face in the mud?

JOHN H. SNOW

Newport, R.I.

Sirs:

The piece on William Faulkner was really excellent. . . .

JOHN SWITALSKI

Chicago, Ill.

Sirs:

Your story on Bill Faulkner is of great interest and very well done. Several years ago when I heard things were going hard with him I wrote him a letter asking if he would care to come back to the movie studios. He did and the story editor of Warner Brothers brought him back to the coast, where he had become a legend. I had known him for some time, but I don't think anyone ever dares call himself Bill's friend; but I did get some special admission into his world. I was part of a car pool that picked him up every day outside his hotel and he rode every day with four or five movie writers who were too scared to talk to him. It was at the end of one of these rides that one of the screenwriters said to me, "He must like you Steve, he said 'good morning' to you."

. . . Bill worked very hard at the studios and took great pleasure in his work. While most writers turned in 10 to 20 pages a week, Bill would go off and knock out a 100 or 200 pages in two or three days. It was often wild and daring material.

CONTINUED ON NEXT PAGE

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When tested against the smoke from 34 other pipe brands, Kaywoodie smoke was the coolest of all . . . contained far less acid-tars, resins and carbon particles!

When smokers switch to Kaywoodie, throat rawness, huskiness, and often coughing are eliminated.

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The world's thinnest and smartest self-winding waterproof watches



Men's 14K top-waterproof* \$99.00

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17-jewel self-winding precision movement.

Shock-resistant, and anti-magnetic. 14K gold top—stainless steel back.

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Sold and serviced by leading jewelers throughout the world. SHIRO WATCH, INC., 276 FOURTH AVE., NEW YORK



...you can sleep at my house, Tommy!

(Based on an actual case from Company File #C-52-42)

How I got through that night I'll never know.

But I did find out how kind your neighbors can be. The Underhills took Tommy and me; the Abbotts, Barbara and her mother.

I didn't sleep, of course. How could I! First of all, there was the reaction from all the excitement—that terrible moment when it looked as if Tommy was trapped in his room.

Later my thoughts turned to my insurance. After so many lucky years without a fire I had begun to think I was immune. The premiums on the \$4,000 policy covering my household belongings seemed like a waste of money. Now, with all the destruction vividly in my mind, I realized that \$4,000 wouldn't be half enough. The fire was going to cost me at least \$5,000 over and above my insurance to replace our furnishings alone.

This is a true case. All *too* true!

We bring it to you because so many people—both home-owners and renters—are, like Tommy's father, under-insured.

If *you're* one of them—and the chances are 7 out of 10 you are—do something about it, won't you ... at once.

What to do: write for a free Inventory Booklet that'll help you figure the *present* value of your personal belongings. But don't fail to see your Hartford Fire Insurance Company Agent; or your insurance broker. If you don't know how to get in touch with your Hartford Agent, write us for his name and address—*now*.

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LETTERS TO THE EDITORS

CONTINUED

One of the jobs Bill had in Hollywood was to write a movie based on a novel of mine called *Stallion Road*. I doubt if he ever read much of it. It was a California novel, and he didn't like California, but he did find out about the names of the characters and some of the plot, and he sat down and wrote an original Faulkner story in play form. It was a wonderful, daffy, powerful thing, but no one dared make it. Meanwhile Bill, very lonely for home, had bought himself a mare and was raising a horse in Hollywood. When she was in foal he had a problem. One day leaving the studio, I found Bill sitting in his car, the very pregnant mare in a trailer attached to the car. I asked him where he was going, and he said, home to Oxford. "I don't want any mare of mine to throw a foal in California." And he was off for home.

STEPHEN LONGSTREET

Beverly Hills, Calif.

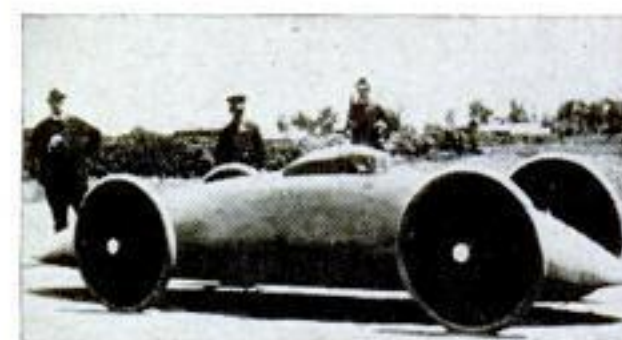
STRANGE SHAPES

Sirs:

What do you mean "strange shapes" (Speaking of Pictures, LIFE, Sept. 28)? Fifty years ago, long before belly tanks and the present craze for "styling," a few intrepid designers here and abroad had already evolved similar racing cars. Consider the accomplishments of Emil Mors, French, 1903, and Walter Baker, American, 1904.

PETER HELCK

Boston Corners, N.Y.



● Above is Baker's electric Torpedo, the fastest car in America in 1904 when it burned up tracks at Ormond Beach, Fla. at 104 mph. It was equipped with a 40-cell power plant but 20 were the most ever connected up, since no one dared throttle the car to its full capacity.—ED.

FATHER DIVINE

Sirs:

There have only been two times that I have found something in LIFE which made me so mad I could write a letter like this. The first was the article on the Prophet Jones ("Prophet's Mink," LIFE, March 30). The second was the article on Prophet Jones and Father Divine ("A Prophet and a Divine Meet," LIFE, Sept. 28).

... Think of the hungry mouths that could be fed from the value of Jones's 812-diamond bracelet alone! True Christians do not care about luxurious living for themselves but use all donations for *worthy* causes.

FRANCES KNUDSON

Kermit, Texas

Sirs:

With no wish to offend the followers of either, Father Divine or Prophet Jones, I must still thank LIFE for its funniest story in years.

It is obvious that each "divinity" regards the other as a real square messiah. The whole comic business only becomes less so when one considers

CONTINUED ON PAGE 18

There is
SUCH
a difference!

Vernell's

Made with the
FINEST
fresh,
creamery
BUTTER!



Vernell's
fresh BUTTERMINTS

Vernell's Sales Company Seattle, Washington
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Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION**.

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Just a
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NOSE

... anywhere ... any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.

GOES!



Use as often as needed!

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MILK OF MAGNESIA
For Gentle, Effective Relief

AN IDEAL ANTACID-LAXATIVE

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

*Reach for
the jar with
the stars
on top!*



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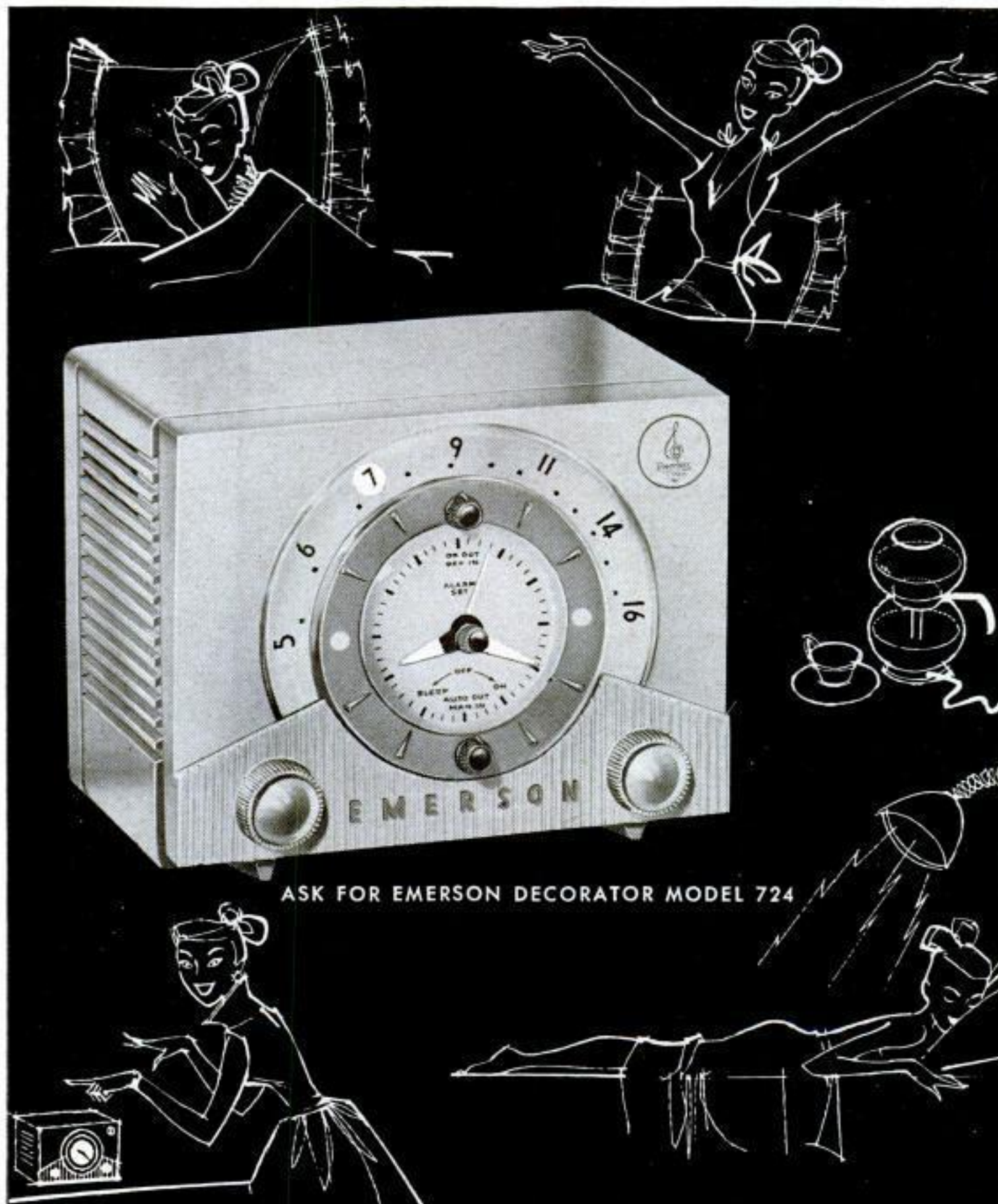


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LETTERS TO THE EDITORS

CONTINUED

the many worthy churches and charitable organizations which are going begging for needed funds.

JOAN P. HAWKINS

Seattle, Wash.

Sirs:

The light, amiable touch given the picturizing of Father Divine's new "country seat of the world" was appropriate. But in terms of humanitarian advancement the Peace Mission Movement provides a way of life and uplifting for all who come. The spirit of brotherhood and the leading of the good life are clothed with a genuineness and simplicity.

HIRAM FRANK

Philadelphia, Pa.

Sirs:

... I wish you to know that I consider the article concerning me erroneous, unkind, unjust and derogatory. I do not receive gifts, and I have never received a salary. Mr. DeVoute did not present his estate to ME but to The Palace Mission Church for MY use.

... Anyone that would speak derogatorily or slightly critically of ME is an enemy of Democracy. Such kind cannot stand... they are undermining the foundation upon which they stand and undermining their own enterprises, organizations and even their individual families; for even their individual lives and the lives of their families are founded upon a powder keg, as so to speak, ready for an explosion. For it is written, "... behold the day cometh that shall burn as an oven; and... all that do wickedly shall be stubble..." (Malachi 4:1).

I AM a stone of stumbling and a rock of offense to all who hate Righteousness and Virtue. When they hate ME they hate Righteousness and Virtue... Opposition to Christianity and true Judaism has no place in the Universal Utopian Democracy I AM establishing and which has given millions the privilege of becoming as this letter leaves ME—Well, Healthy, Joyful, Peaceful, Lively, Loving, Successful, Prosperous, and Happy in Spirit, Body and Mind and in every organ, muscle, sinew, joint, limb, vein and bone and even in every ATOM, fibre and cell of MY BODILY FORM.

Respectfully and Sincere, I AM
REV. M. J. DIVINE, Ms. D., D.D.
(Better known as FATHER DIVINE)
Philadelphia, Pa.

P.S. Hitler thought he could ignore ME. Mussolini made a statement through his mouthpiece that the U.S. could never be the leader of the nations of the world because of FATHER DIVINE and his 50 million followers.

CONTINUED ON PAGE 20

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Get the
'Chap Stick' habit



Refresh those dry lips after rising in the morning; after smoking; before exposure to the weather. It's a good habit. 'Chap Stick' protects as it soothes. It's the only antiseptic lip balm—the No. 1 lip reparative when lips are dry, chapped or sore.

Carry 'Chap Stick' with you wherever you go. Pocket size—specially medicated. Buy a personalized* 'Chap Stick' for each member of the family. Refuse all substitutes.



Own a cat?



Puss 'n Boots
Cat Food

There's a great story about the LIFE BALANCE in WHOLE FISH, and what it means to your cat's health. See Puss 'n Boots color page, this issue.

ECONOMY SIZE PACKAGE

Mounties
300 at 25c

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CORNERS

ALSO 10c SIZE AT CHAIN DRUG AND VARIETY STORES

STOMACH UPSET?

Millions of Americans get fast relief from
Acid Indigestion, Heartburn
WITH

TUMS

FOR THE TUMMY



GUARANTEED TO
CONTAIN NO SODA



THIS YEAR, there are more washable dresses on the market than ever before in fashion history. Even the prettiest party dresses, like this rhinestone-studded cotton satin print, can be washed with ease if you follow the instructions on this page—and use plenty of good Rinso. Almost any fabric made today is at home in Rinso.

How to wash and iron a dress the easy way—with Rinso

by Eleanor B. Cook, former Associate Editor of McCall's

Use Rinso with SOLIUM and follow these helpful hints

You can save plenty of money on laundry bills if you know how to wash and iron your own dresses. And it's so simple. Just follow the instructions on this page. I personally feel that one of the most important of these instructions is "use plenty of Rinso." Here's why.

First, Rinso contains a wonderful ingredient called SOLIUM. Thousands of housewives have noticed that SOLIUM makes their white dresses look *whiter* than when they were brand new. And print dresses actually look *brighter* than new. Rinso with SOLIUM is equally effective on sheets, pillowcases and the other items in your wash.

Remember, Rinso costs you less—you usually pay about 20% less for Rinso soap than for most of the other washday products. Why? Simply because it now costs us less to make Rinso—and we pass this saving on to you.

One more point worth remembering: Rinso is guaranteed to get your wash whiter than new, or your money back plus postage. Guaranteed by Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.



FIRST, remove unwashable trimmings including shoulder pads unless certified washable. Before washing, pre-treat special stains and loosen dirt around neckline by brushing in thick Rinso suds. Sturdy dresses with no delicate trim are safe in your washer. Three to four minutes is plenty. Use warm (110° F) water and plenty of Rinso to keep colors bright.



FOR QUICKER, easier drying and ironing, hang dresses to dry on shaped, rust-proof hangers. Straighten seams. Ironing dress while still damp saves sprinkling.



IRON sleeves and collar (if any) first, then do bodice. If dress has rhinestones or sequin trim, iron it on wrong side over a Turkish towel for extra padding.

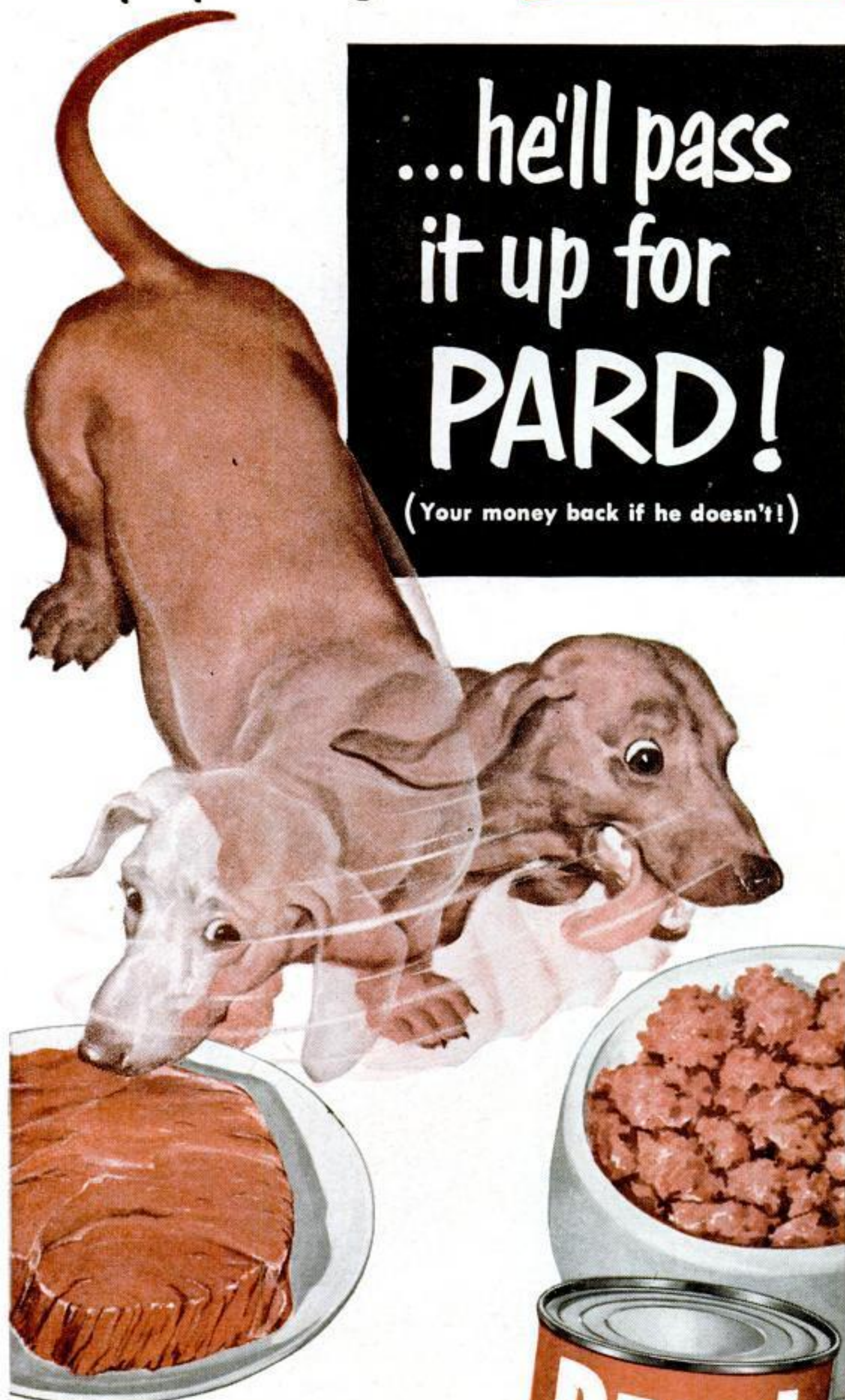


ALWAYS iron skirt last. Bias skirts should be ironed diagonally from seam to seam. If dress has hem-to-waist pleats, pin them in place before ironing.



SAVE 20%—You usually pay about 20% less for Rinso soap than for detergents. Lever Brothers Company guarantees Rinso will do a better job on your wash.

Tempt your dog with red, raw meat



...he'll pass
it up for
PARD!

(Your money back if he doesn't!)

Better for him too—than meat alone!

What's the most inviting dinner for a hungry pup? Who says, "A high-priced piece of red, raw meat"?

Wrong! He'll go for PARD first. And your money back if he doesn't!

Pard's better for him too. For meat alone can't nourish a dog completely. PARD gives your dog all the good meat protein he craves, *plus* all the vitamins and minerals he needs.

Buy PARD—and watch him go!

CHLOROPHYLL* added to combat doggy breath and body odors!

*Chlorophyllins—a derivative of Chlorophyll

Listen to Don McNeill's Breakfast Club, ABC radio, weekday mornings.



NEW DRY-TYPE FOOD! Never before one like it...with *Flavor HE CAN'T Resist!*

It took *meat men*—it took Swift—to make a dry dog food taste this good! Extra meat fat added. Chlorophyll too. Also Aureomycin to keep your dog "on feed"!

LETTERS TO THE EDITORS

CONTINUED

They, together with Tojo, were allied in crime, opposing ME, but it cost them their lives....

LAKE CHAMPLAIN

Sirs:

As an ex-Navy radarman I enjoyed your picture of the Combat Information Center on the U.S.S. *Lake Champlain* ("Great Brain Guides Carrier's Battles," LIFE, Sept. 28), but it left me bewildered to see such a confidential setup published so openly.

During my four Navy years I was constantly reminded that CIC was such a highly restricted place that all unauthorized personnel were forbidden to enter.

WILLIAM E. POLCSA

Cambridge, Mass.

• LIFE disclosed no classified details. To preserve the secrecy of the CIC room, *Champlain* CIC officers spent a half day concealing classified instruments and posting unrevealing markings on the status and plot boards. After scrutiny by security officers in Washington the picture was released as taken.—ED.

REAL ANDRÉ

Sirs:

Your article, "The Real André" (LIFE, Sept. 28), was fine. Did you know that the three gents who turned him in were permanently honored by having counties in northwestern Ohio named for them: Williams, Paulding and Van Wert—somehow corrupted in the spelling to Van Wert.

ROBERT LEE

New York, N.Y.



OHIO COUNTIES

Sirs:

You call André's captors "ruffians... demanding money." Although Irving Bacheller in *In the Days of Poor Richard* calls them "ragged, profane, abominable cattle thieves," my boyhood *Barnes' Brief History* says: "These incomparable patriots declared that they would not let him (André) go for 10,000 guineas. Congress voted to each of them a silver medal and a pension for life."

One of these three, David Williams, was my granduncle six generations back.

I suppose there is a skeleton in every closet. But if your research disclosed any proof (and I will not accept British records) that this Williams family was a ruffianly, thieving set, I might well want to know it.

VERNE B. BROWN

Santa Monica, Calif.

• At a trial arising out of André's capture and documented in the *Historical Magazine Supplement*, Vol.

CONTINUED ON PAGE 22

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**NEW
FLAVOR
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That little red spot on the label tells you that now there's a New Process Niblets Brand Corn with natural color and flavor never before found in any canned corn. See the difference—taste it, too—tonight!

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Train your Parakeet to talk; prevent, promptly relieve illness; feed for long life; breed for pleasure and profit. All in "The Parakeet Owner's Handbook," 25c in Woolworth, Grant, Newberry, Niesner, Murphy, McLellan stores, good pet shops. Also available: "Canary Owner's Handbook," 25c. Over 400,000 Handbooks now in use. Will Gerber, Pub., 1 Union Sq., New York 3

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Here's quick relief

Mentholatum Medicated Stick contains lanolin, menthol—other soothing, helpful ingredients. Fits pocket or purse.

Screw-on cap keeps out dust, lint, tobacco



Now in new plastic case

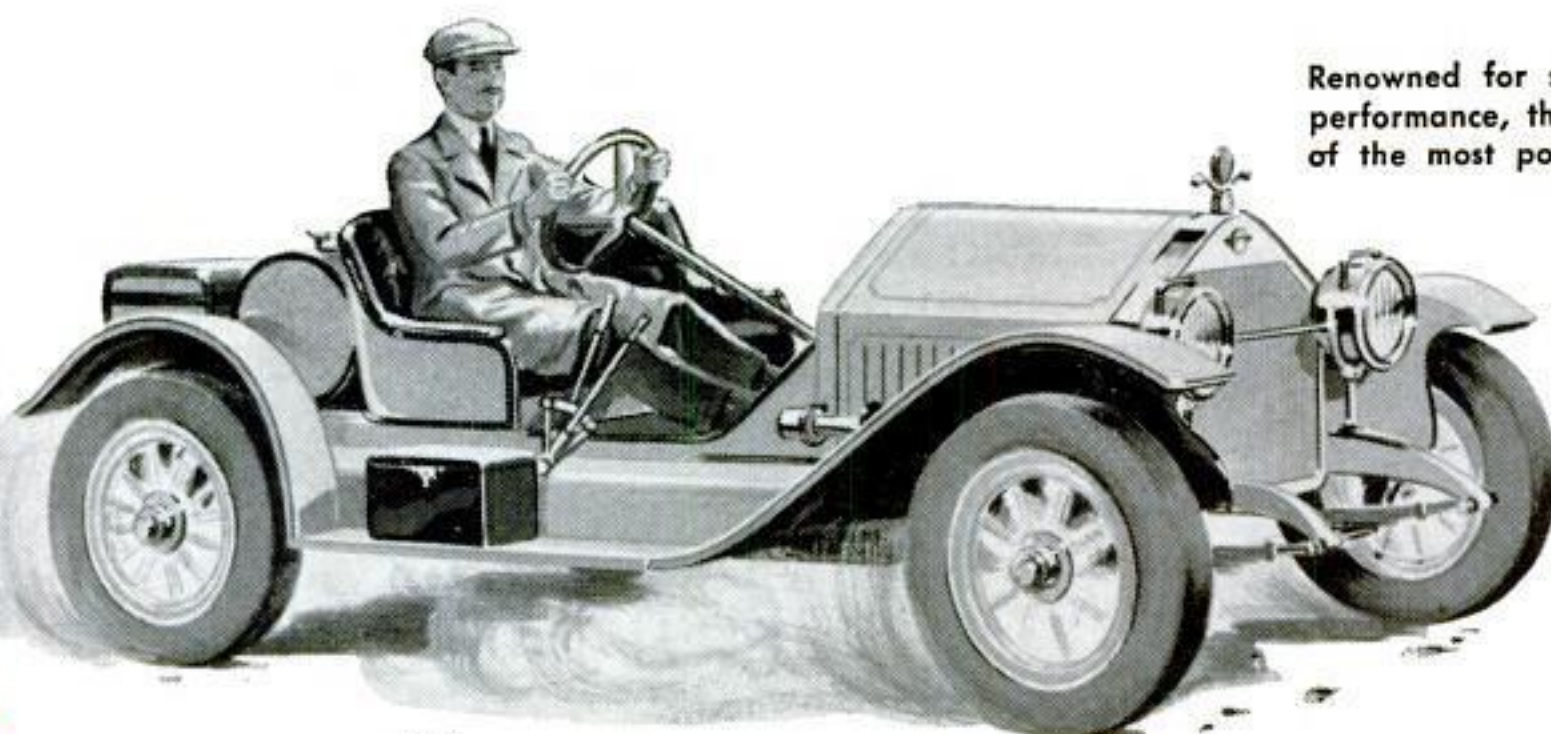


Nirc says—

FRESH UP FOR FALL
HAVE YOUR
RUGS CLEANED

NATIONAL INSTITUTE OF RUG CLEANING, INC.

From **STUTZ**
Bearcat



Renowned for speedy appearance as well as performance, this 1915 Stutz Bearcat was one of the most popular sport models of its day.

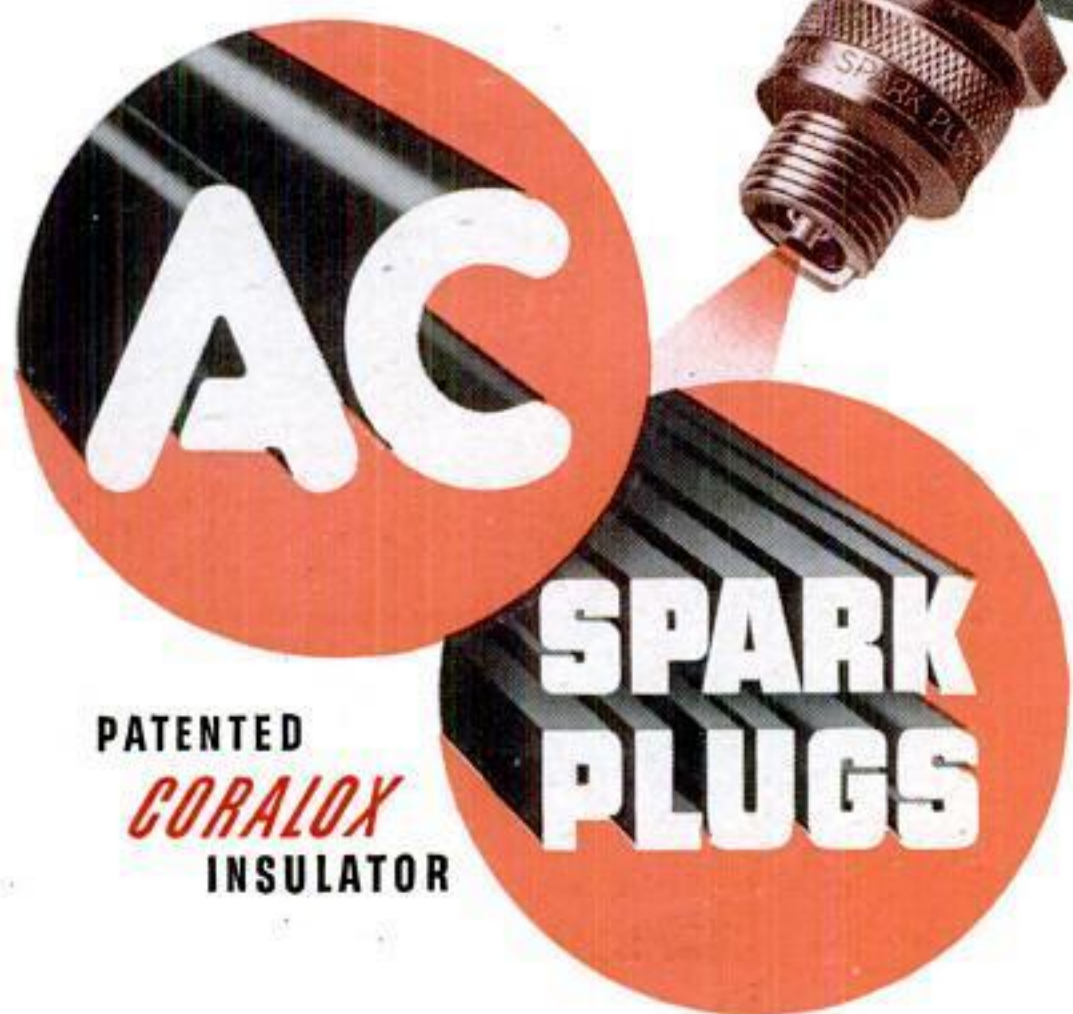


To **BUICK** *Wildcat*

ACs Have Been Factory Equipment
On Nearly as Many New Cars
as All Other Makes Combined



The smooth-flowing design of the Buick Wildcat is matched by the equally smooth-flowing power of its advanced Fireball V-8 engine.



Quite a contrast in their contours—but they're both distinguished for their design, and their AC-sparked performance.

AC spark plugs provide superior performance for today's motor cars because they have today's best spark plug insulators—patented CORALOX.

CORALOX resists, to a greater degree than any previous insulator, the formation of oxide and carbon deposits, which cause

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- **ROBBING ENGINES OF AS MUCH AS 10% OF THEIR POWER**
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No matter what make or model car you drive—for the "payoff" in power, performance and economy, get a new set of ACs—the one and only spark plug with patented CORALOX insulator.

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Double-Rich
Lather—
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**"LIVING LATHER" STAYS MOIST
—WILTS WHISKERS—SOOTHES SKIN!**

No brush could ever whip up such double-rich lather and save those precious minutes! You actually feel the Mennen miracle formula go right to work — surrounding your whiskers with billions of activated bubbles — taking the fight out in seconds!



**QUICKER—CLOSER—SMOOTHER
PROVE IT YOURSELF!**

Just spurt, spread and SHAVE! No lathering-up. No sticky hands. No razor-clogging cream. You shave much closer — stay shaved much longer — save minutes when they matter most! And man, does that wonderful Mennen soothing action make your face feel good!



**ONLY SHAVE BOMB WITH THE
NEW LOCK-TITE "TRAVEL TOP"!**

Nothing to break — no cap to mislay. New one-piece "travel top" locks at a touch... no fear of accidental spurts. Foam Shave is ideal for travel in every way! No wet brush to pack. No hard water problems. Smooth shaving is yours every time — wherever you go!

LETTERS TO THE EDITORS

CONTINUED

X, 1866, Williams himself testified he had more than casual interest in a bribe. He asked for André's horse, bridle, watch and 100 guineas and was prevented from having them only by the cry, "No, by God!" from one of the other captors.—ED.

NATION'S ATTIC

Sirs:

I think the Smithsonian is deluded believing it has the steering wheel of the *Maine* ("The Nation's Attic," LIFE, Sept. 28). Hanging on a wall of the Havana Yacht Club is a ship's wheel identified as that of the *Maine*. It is possible that the Cubans grabbed the relic first since the yacht club is located on the harbor where the disaster occurred.

W. M. JENKINS JR.

Kingston, Pa.



• The Navy's Bureau of Ships reports that the *Maine* had two steering stations and a number of spare wheels. A heavy-duty wheel is on display in the Smithsonian. The primary wheel hangs in the Havana Yacht Club and another was a 100th birthday present from West Point to Annapolis in 1945 (above).—ED.

EDITORIAL

Sirs:

Thank you for restoring my faith in the American politician. Your editorial on morals in politics is inspiring ("Should U.S. Policy Be Moral?" LIFE, Sept. 28). I was beginning to wonder if anyone in Washington cared about moral principles in government.

VIRGINIA BODDY

Chicago, Ill.

Sirs:

This is one of the best editorials I have read in LIFE. But you leave a big question in my mind and in the minds of others: *what should be the moral standard of U.S. policy?* What is the criterion of absolute right and wrong? You imply that it is contained in the teachings of Christianity. Do you mean the great moral standard of the Bible? Without a standard to judge by are we not left merely to writing high-sounding editorials on moral policy about what we or someone else thinks is right or wrong?

BURNEY DYCK

Washington, D.C.

• Yes, the teachings of the Bible are our insight into the eternal standards of right and wrong.—ED.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF
WITH**



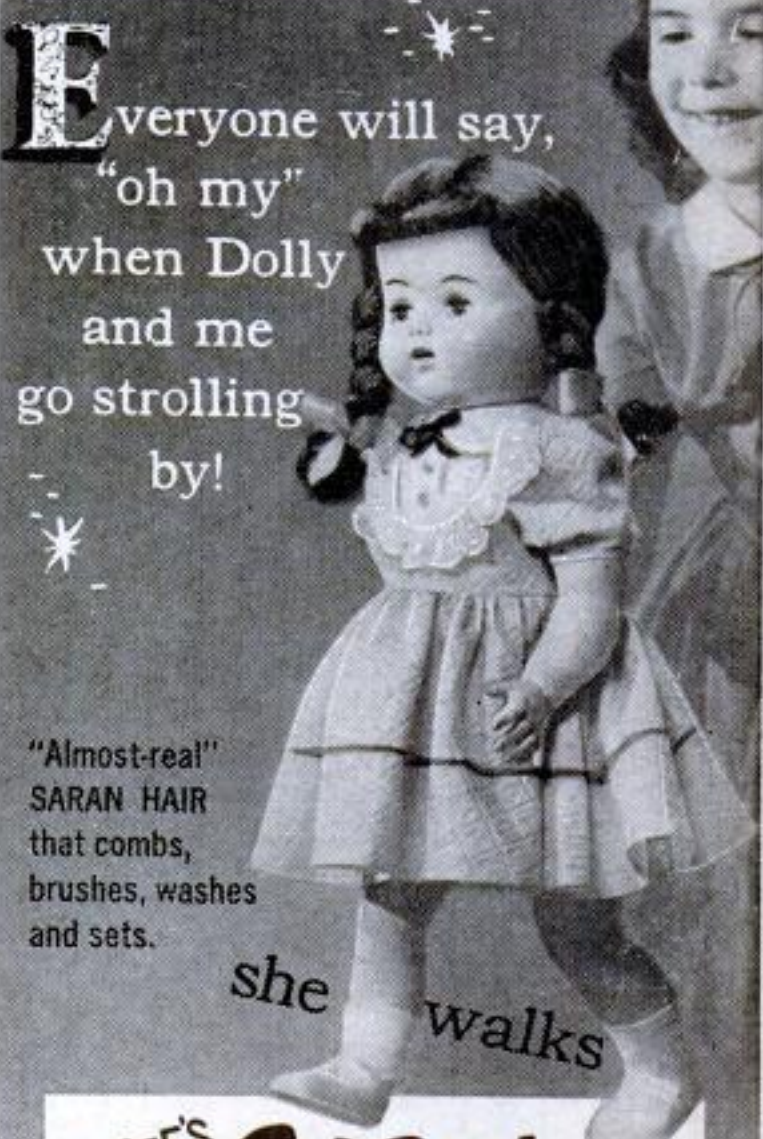
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Here's Why...

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

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A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



Everyone will say,
"oh my"
when Dolly
and me
go strolling
by!

"Almost-real"
SARAN HAIR
that combs,
brushes, washes
and sets.

she walks

EEGEE'S SUSAN STROLLER

I'll be the proudest "Mommy" in the neighborhood when I take Susan Stroller out walking. Susan can walk with me and turn her head as she walks. She sits, cries, sleeps!

23" tall **\$11.98**
only (Slightly higher in west)

easy to buy on the
LAYAWAY PLAN
RESERVE SUSAN STROLLER
NOW FOR CHRISTMAS
at your favorite store!

EEGEE DOLL, Div. of Goldberger Doll Mfg. Co. Inc.
New York 10, N. Y.

THE BLUE BOOK OF CAKE MIXES

The “Big 6” by Pillsbury



If you want to bake a cake the finest, the surest, the easiest, the most economical way, you're sure to be interested in the next six pages.

As you look at this beautiful gallery of cakes, remind yourself that these are the simplest of all cake mixes to use—they require nary an egg. The choice, wholesome, country-fresh eggs are right in *all* Pillsbury Mixes. Complete (that's the word) and isn't that what the word *mix* means to you?

Like cake? Then just turn the page and start looking.



New! Pillsbury Angel Food Cake Mix



Contains the whites of 13 choice, wholesome, country-fresh eggs. Water is all you add

Women just can't get over this mix. It's so fast, so simple, so foolproof.

You get all the delicate quality and grandeur of the finest homemade angel food, yet it costs 25% less. Hard to believe until you try it yourself.

New! Pillsbury Spice Cake Mix



Pillsbury Old-Fashioned Spice Cake Mix.
The one you don't have to add eggs to

The real old-fashioned kind. It's made to an old New England recipe with all the flavor and aroma that takes you back to the country kitchen. Rare combination of savory spices right in the mix.

Country-fresh eggs are right in the mix. Milk is all you add.



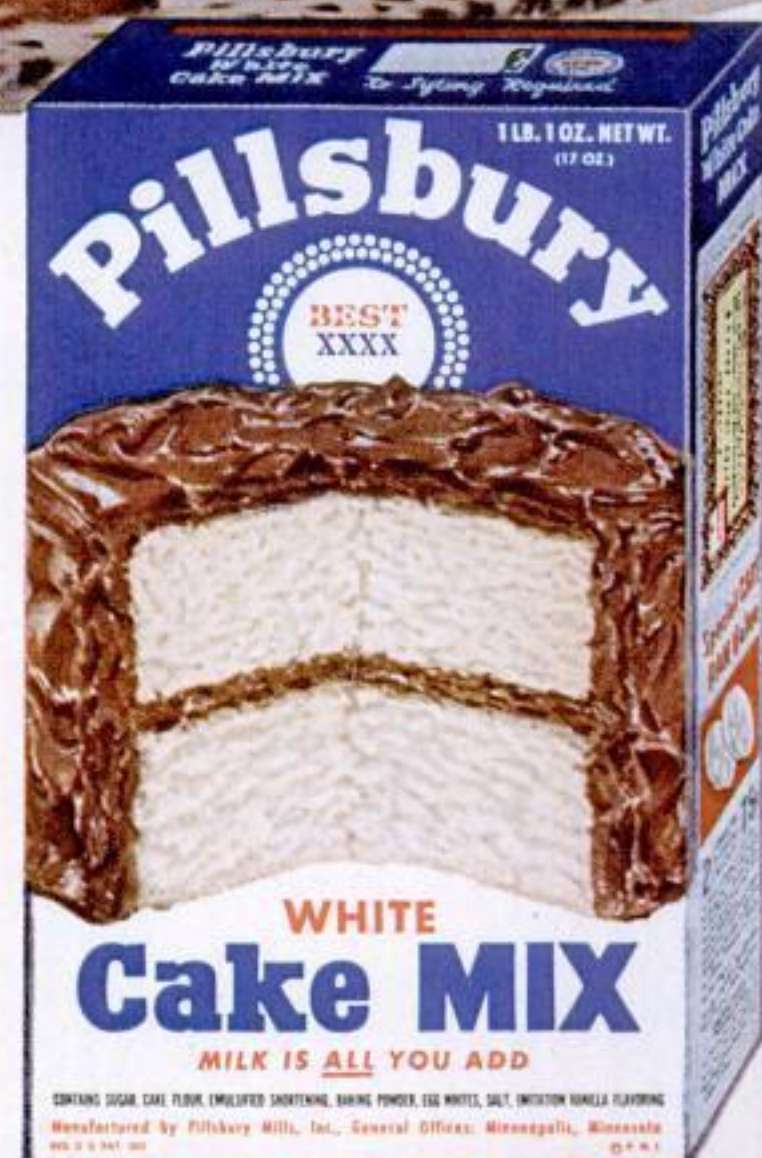
Pillsbury White Cake Mix



High, light, and tender to the fork

And to make this most delicate of white cakes
you don't buy, crack or separate a single egg.

Country-fresh eggs are right in the mix. Milk is all you add.



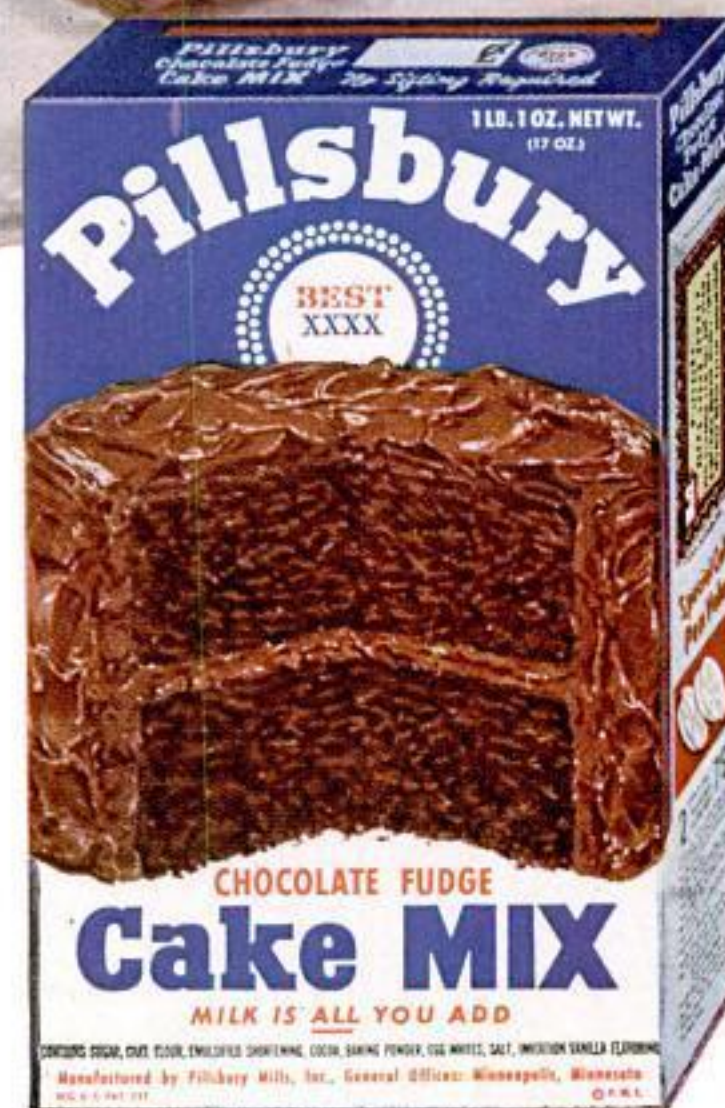
Pillsbury Chocolate Fudge Cake Mix



Tall, dark and terrific

A deep-down "chocolatey" chocolate cake. Every crumb rich and moist. And you can save your eggs.

*The choice, wholesome, country-fresh eggs are right in this mix.
Milk is all you add.*



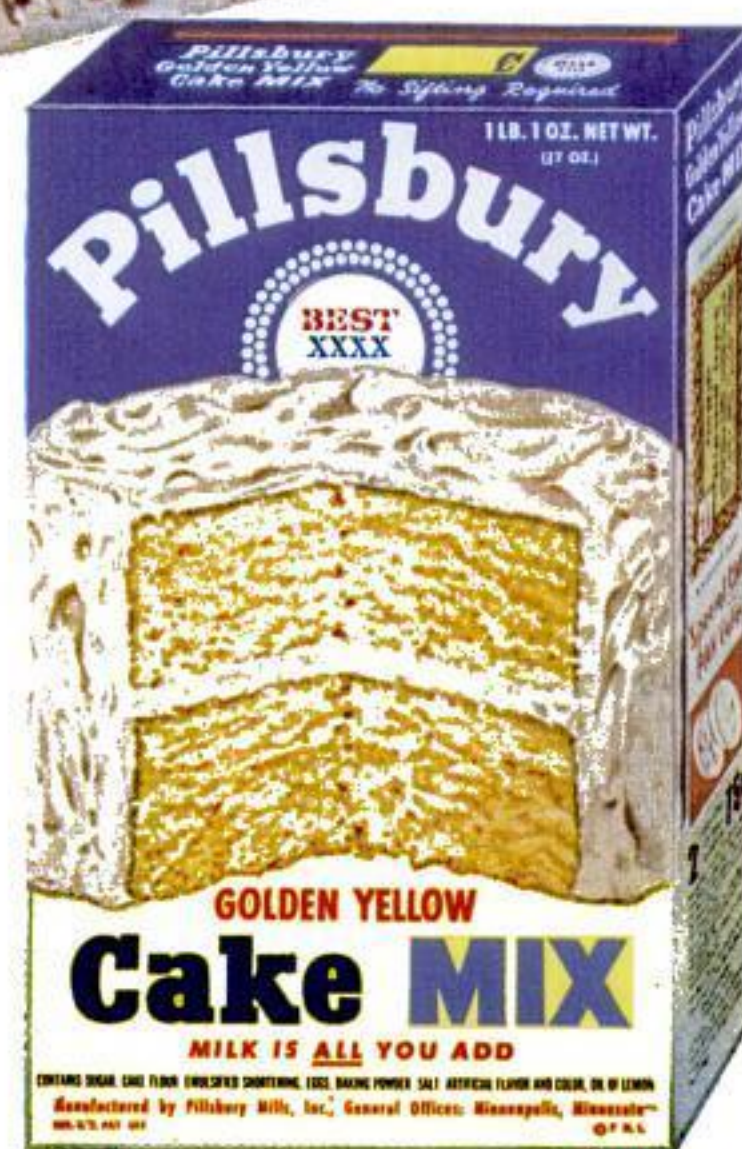
Pillsbury Golden Yellow Cake Mix



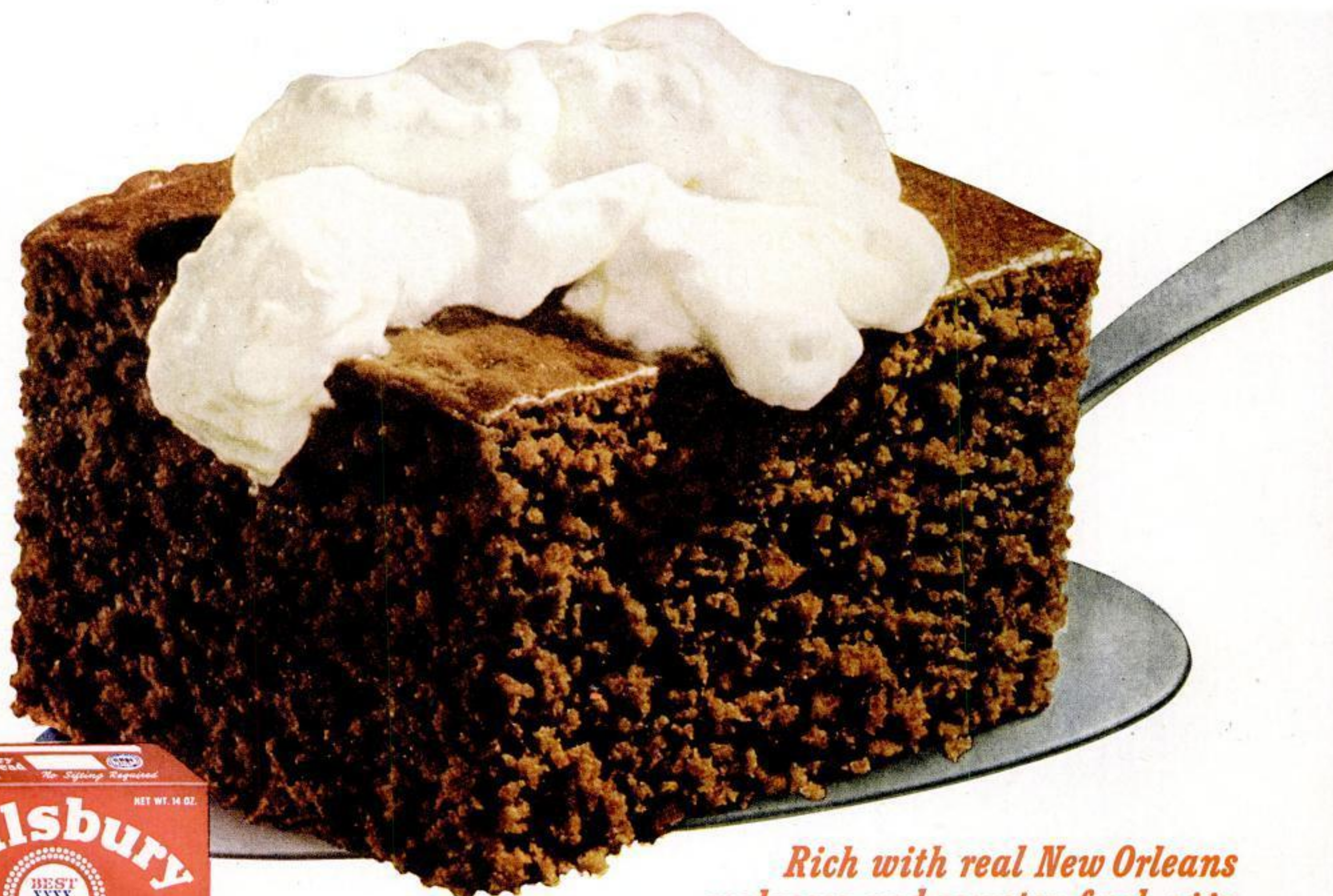
Fresh, moist and beautiful

As fine as the best old-fashioned yellow cake
you ever remember—the same delicate flavor,
the same richness and fine grain.

*And the eggs are right in the mix . . . choice, country-fresh eggs.
Milk is all you add.*



And Now! **New** Pillsbury Gingerbread Mix



*Rich with real New Orleans
molasses and country-fresh eggs*

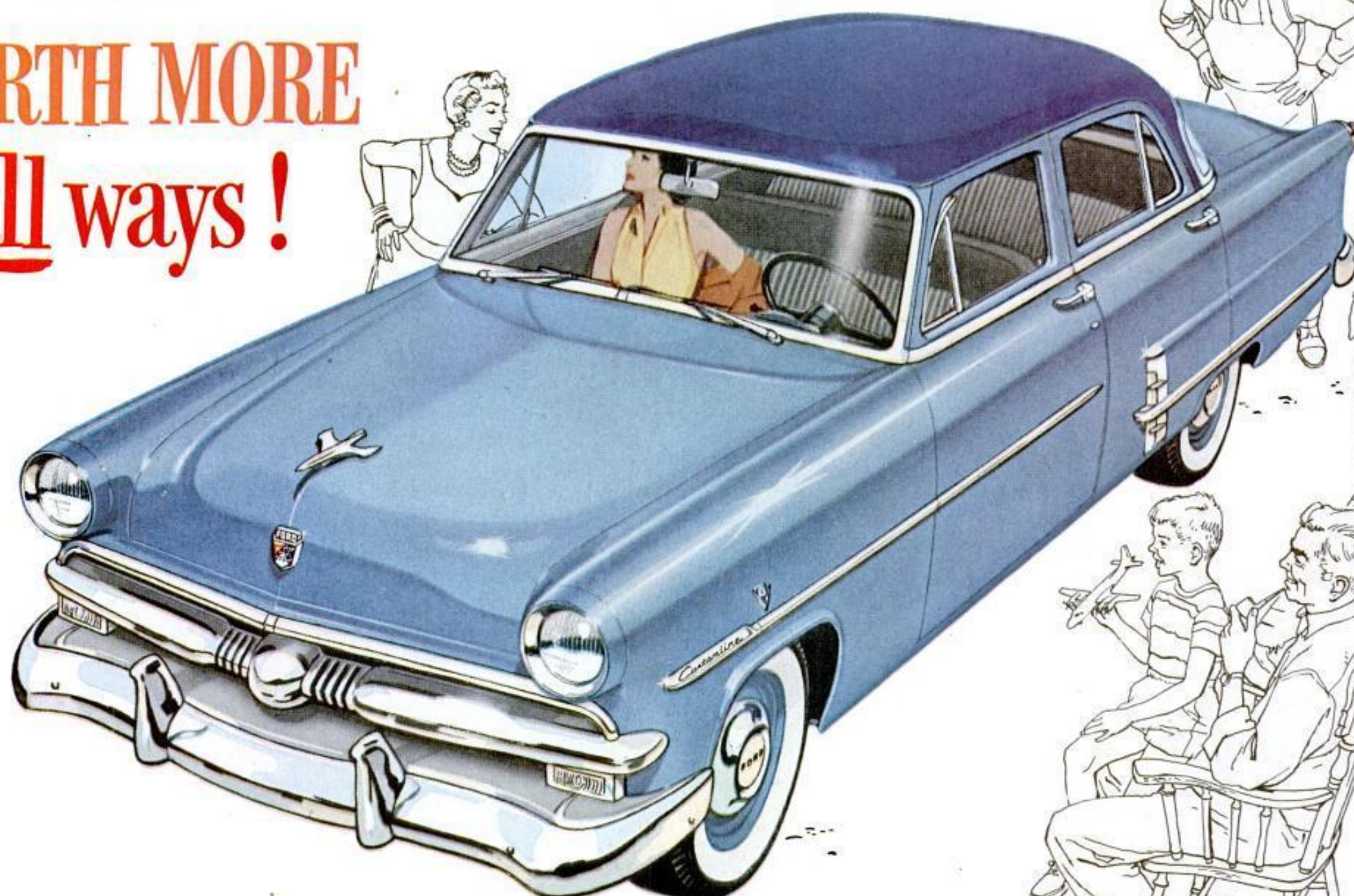
All the good rich things it takes to make really fine, old-time gingerbread are in this mix . . . including real New Orleans molasses . . . a mellow blend of spices and, of course, choice, wholesome, country-fresh eggs. Water is *all* you add.

*Now that you've seen the "Big 6"
don't you want to make one of these
big, beautiful Pillsbury cakes
tonight? Don't you?*



When you buy it. Ford sells in the low-price field, yet in feature after feature it gives you quality that's usually associated only with costliest cars. It has the modern engineering, too. Its smooth, level ride is proof that a big, heavy car is not necessary for day-long riding comfort. And only Ford in its field offers a V-8 engine.

**It's
WORTH MORE
all ways!**



Its "Worth More" features
are a big reason why
the swing is to Ford



While you drive it. Ford—whether V-8 or Six—gives you top performance with all-round economy. The powerful Ford V-8 provides the smooth GO of the highest priced cars. And a Ford Six, with optional Overdrive, took top "prize" in this year's Mobilgas Economy Run over all cars entered—proof that Fords give "best miles-per-gallon."

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Ford Worth more when you buy it...
worth more when you sell it!

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LUCILLE BALL AND FAMILY ON "LIFE" COVER AND LUCY'S ARM AS SHOWN IN FICTIONAL "LIFE"

FICTIONAL ASPECTS OF A FACTUAL MAGAZINE

The plot of the *I Love Lucy* TV show a couple of weeks ago had to do with Lucy's chagrin at having only her arm shown in a LIFE story. The central prop of the show was a copy of what looked like LIFE, which contained pictures dealing exclusively with Ricky Ricardo and the baby. To forestall puzzled inquiries as to whether we have ever published such a story we hasten to assure our readers that the story, like the rest of the show, was pure fiction. Of course Lucille Ball, all of her, has appeared in LIFE on several occasions, once with husband and children (LIFE, April 6).

There is a considerable body of fiction of one sort or another involving LIFE and although not all of it is complimentary we are in general pleased at what we consider tributes to the vitality of the magazine. The male lead in the 1948 Broadway hit, *Goodbye, My Fancy*, was supposed to be one of our photographers. There was a lady in *The Philadelphia Story* who took pictures and was widely thought to be patterned after a lady member of our staff.

In several movies LIFE photographers have played the parts of LIFE photographers and we've had attention from mystery novelists

too. And of course cartoonists have poked fun at us regularly.

On occasion LIFE stories have played a part in the creation of fiction. Christopher Morley once helped us do a story on a typical white collar girl (LIFE, March 25, 1940) based on Morley's novel, *Kitty Foyle*. In making the movie later, Director Sam Wood followed our picture layout closely. M-G-M is now making a movie called *Take the High Ground* which is based on Mark Kauffman's memorable story on Marine boot training (LIFE, Oct. 8, 1951). And in 1939 John Steinbeck invited us along as he spent some time living with migrant workers in California, with the result that Photographer Horace Bristol was able to do a picture story based on the living materials used later by Steinbeck in *The Grapes of Wrath*.

We were reminded of another pleasant connection with literature just last week when an Associated Press dispatch from Stockholm revealed that Ernest Hemingway, whose *The Old Man and the Sea* appeared in LIFE last year, and Sir Winston Churchill, whose sixth volume of World War II memoirs starts next week, were considered the strongest candidates for the Nobel Prize for Literature.

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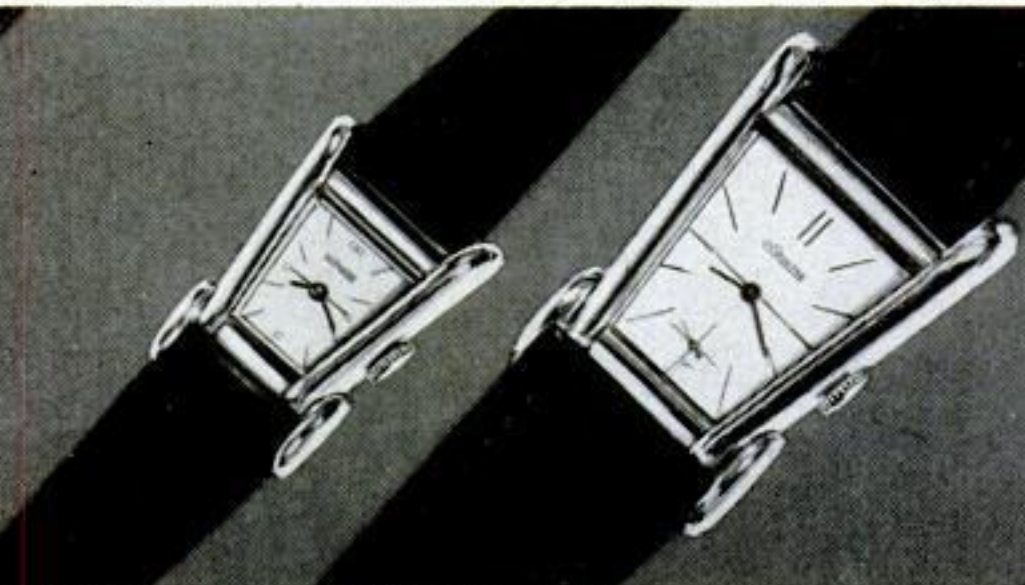
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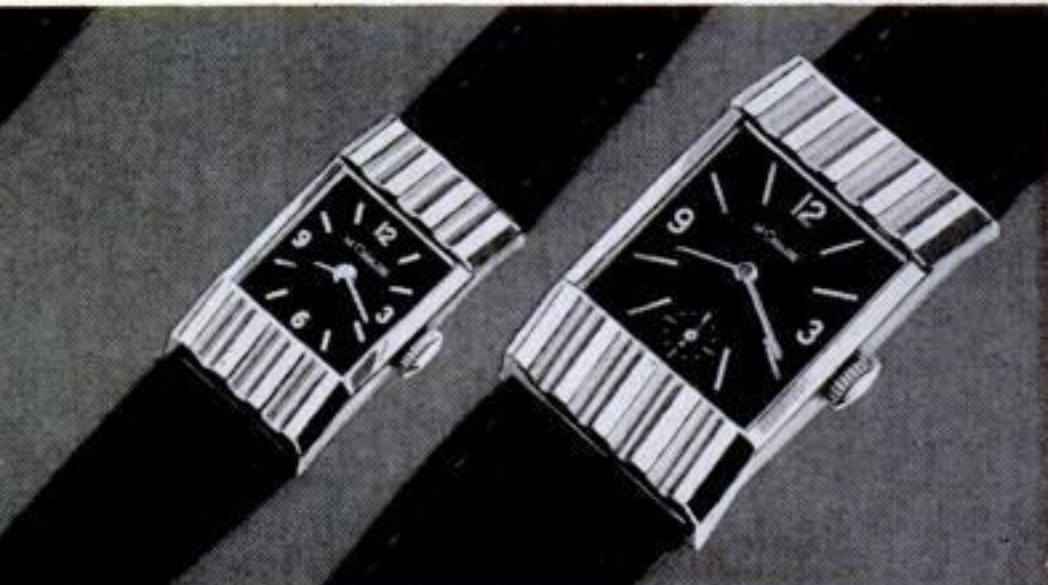
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CHILDREN AT BOBBY GREENLEASE'S SCHOOL, GATHERED TO KNEEL AND PRAY FOR HIS RELEASE, ARE PHOTOGRAPHED JUST AS THEY HEAR THAT HE IS DEAD

THE NEWS THAT SHOCKED A NATION

The children at the French Institute of Notre Dame de Sion had assembled to pray for the safe return of their kidnaped classmate, Bobby Greenlease. When the dreadful news came in they were told that Bobby was dead. And the look that crept over their faces mirrored the shock and horror that millions across the nation felt at hearing of the fate of the friendly little Kansas City 6-year-old.

Though the fact of the kidnaping had been reported, the country had known very little about it—not much more than how the crime had been accomplished. A neatly dressed red-haired woman had gone to the school and said she was Bobby's aunt sent to take him home to his sick mother. The school released Bobby to her. Then he and his "aunt" disappeared.

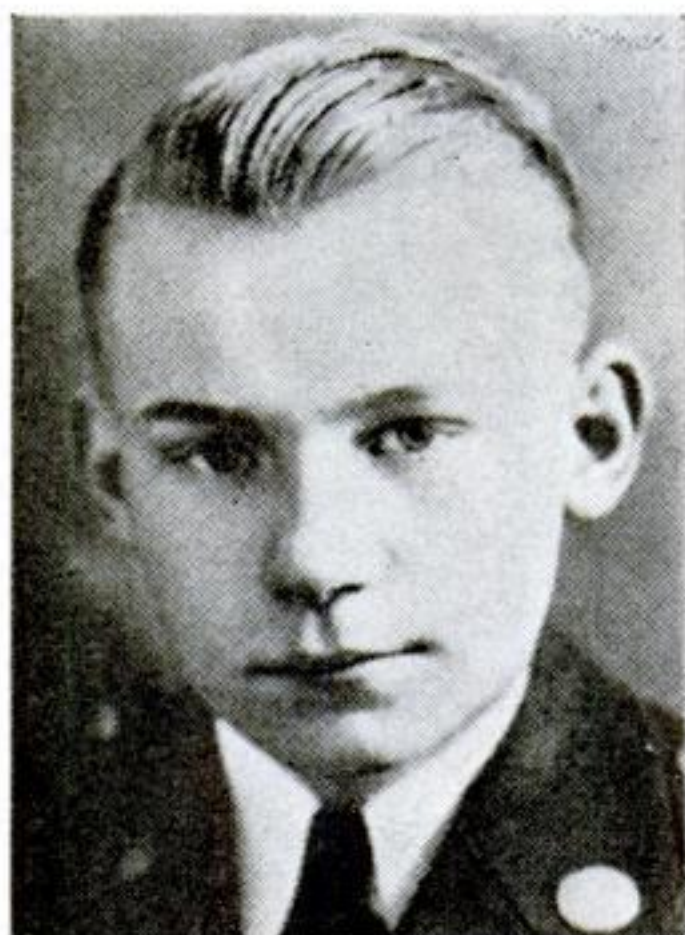
Bobby's father, Robert C. Greenlease, a 71-year-old millionaire, was successful in keeping both the police and the press out of the case as he bargained for the return of the child of his old age. All Greenlease himself knew about the kidnaping was what a man calling repeatedly on the

telephone would tell him—that he had Bobby, and that he was safe but hidden away. For the child's release, the man demanded \$600,000, three times as much as any kidnaper had ever dared ask in ransom.

Twice Bobby's 39-year-old mother came to the phone herself and begged the kidnaper to prove that her boy was all right by asking him some questions—"the name of the driver of our car in Europe last summer" and "what did you build in your playroom the last night you were home." (It was an Eiffel Tower of play blocks.) The kidnaper said he would ask, but called back an hour later without the answers. Bobby, he explained cunningly, would not "cooperate."

Bobby couldn't very well. But neither his mother nor his father had any way of knowing this until it was tragically too late. Then they and all the country at last learned the complicated and fantastic details—told on the following pages—about the dissolute kidnapers who had committed one of the foulest murders since the death of young Charles Lindbergh.

FROM A MILITARY ACADEMY TO



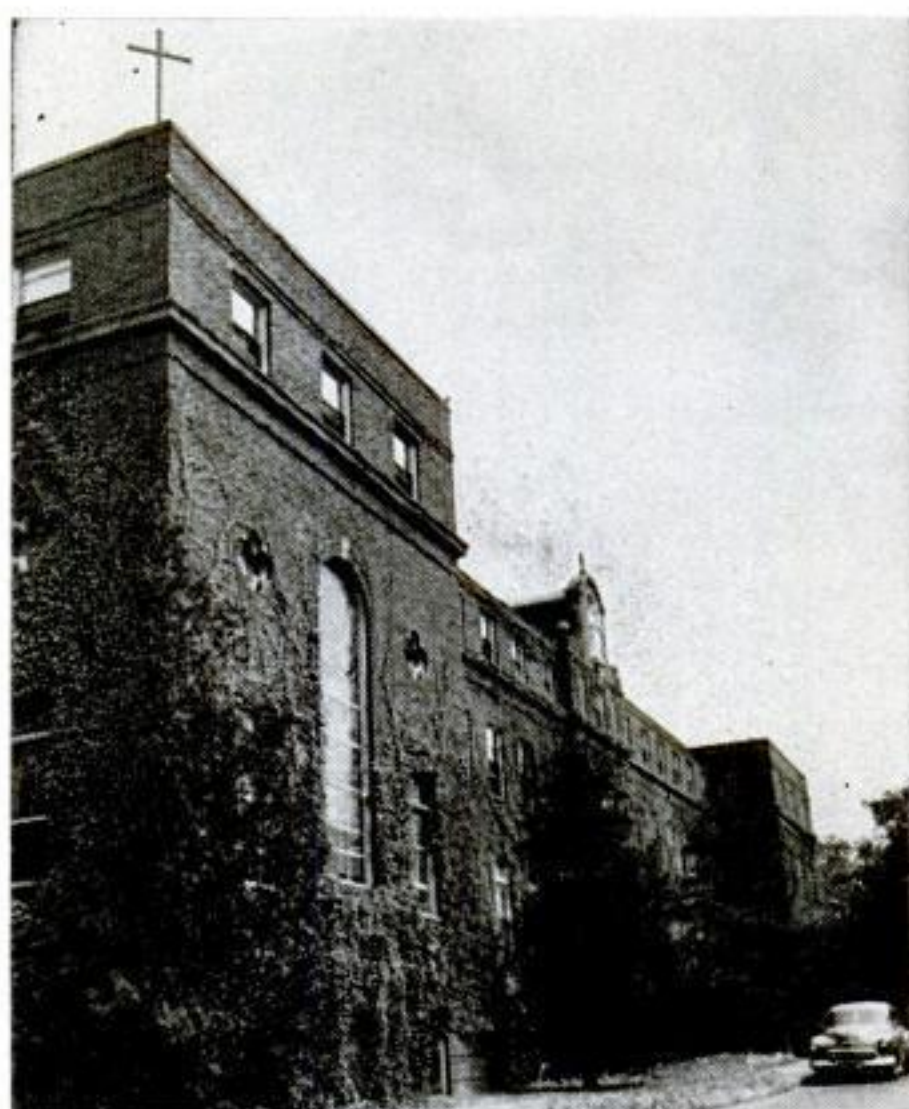
1 At Missouri's swank Kemper Military School the Greenlease kidnaping case had inception 20 years ago when Carl Hall (*above*) met Paul Greenlease.



2 Robert C. Greenlease, Paul's stepfather, was a wealthy Kansas City auto dealer. This was important to Hall, who liked money and said prophetically, "My hands are as white as lilies and you'll never see a callous on them."



3 Hall inherited this Pleasanton, Kan. house from his father as part of a \$200,000 estate. Squandering the estate, he tried robbery, was convicted and paroled. Then he remembered the Greenlease fortune from his K.M.S. days.



7 Bobby was sent to fashionable French Institute of Notre Dame de Sion. Sept. 28 Bonnie Heady, who had met Hall and become his mistress, came to take Bobby home. A nun new to the school let Bobby go.



8 Bonnie brought Bobby to taxi of Willard Creech. "He was such a sweet child," said Bonnie later. "He came so nice. He talked about getting a dog and ice cream." But Bobby was nervous, she said.



9 At this parking lot Bonnie turned Bobby over to Hall, who was waiting in a red car. He told her to go buy him some shirts while he visited with boy, then got into the car with Bobby and drove away.



12 Arthur Eisenhower, brother of the President and executive vice president of the Commerce Trust Co., got the ransom money together—40,000 pieces in \$10 and \$20 bills as specified by Hall.



13 At the Greenlease home Honey Boy, Bobby's French poodle, wandered disconsolately while the family was trying to buy his young master back. Two unsuccessful attempts were made to drop the

\$600,000 in a duffel bag. On the first try, instructions were confused. The second time the money was actually dropped but then had to be picked up again when Hall called and said he didn't get it.

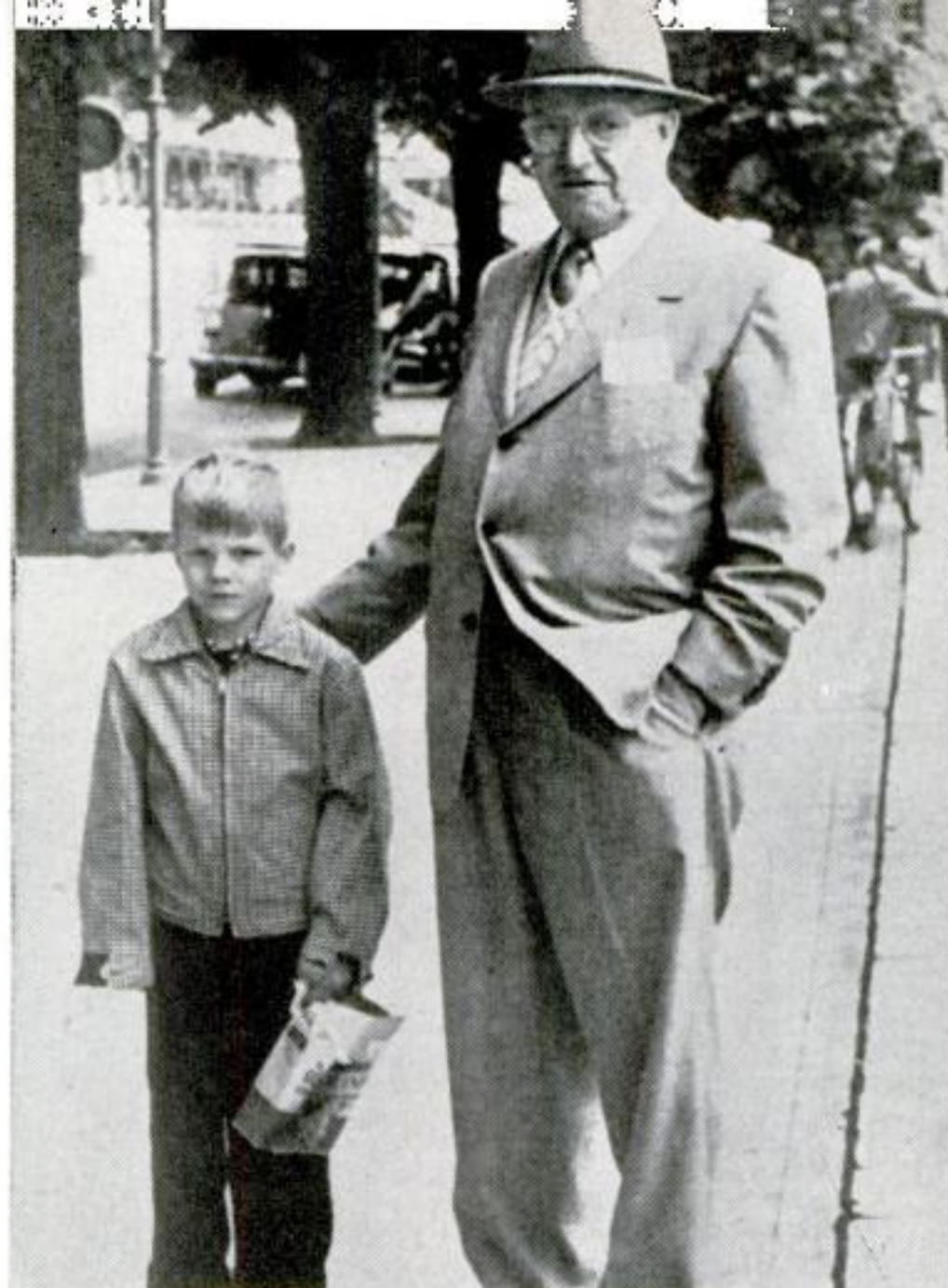
KIDNAP HIDEOUT IN ST. LOUIS



4 Another who came into case was Bonnie Heady, for 20 years respected wife of a St. Joseph livestock man (above). But then she started drinking.



5 The Headys lived in this house in St. Joseph. Bonnie got it last year when she divorced her husband. She rigged it with a \$5,000 combination bar and recreation room, soon had turned into an alcoholic and a prostitute.



6 Robert Greenlease Jr. is shown here with his father on a visit to Europe last summer. Robert Greenlease Sr. lavished everything on his only son. Bobby's kiddie car was a battery-powered jeep especially scaled down to size.



10 This was the place where, according to the story he told later, Hall found Bobby Greenlease dead—the cellar of Bonnie Heady's white bungalow in St. Joseph. Hall claimed he turned Bobby over to confederate in Kansas City, drove to St. Joseph with Bonnie and found Bobby's body with a bullet hole in his head.



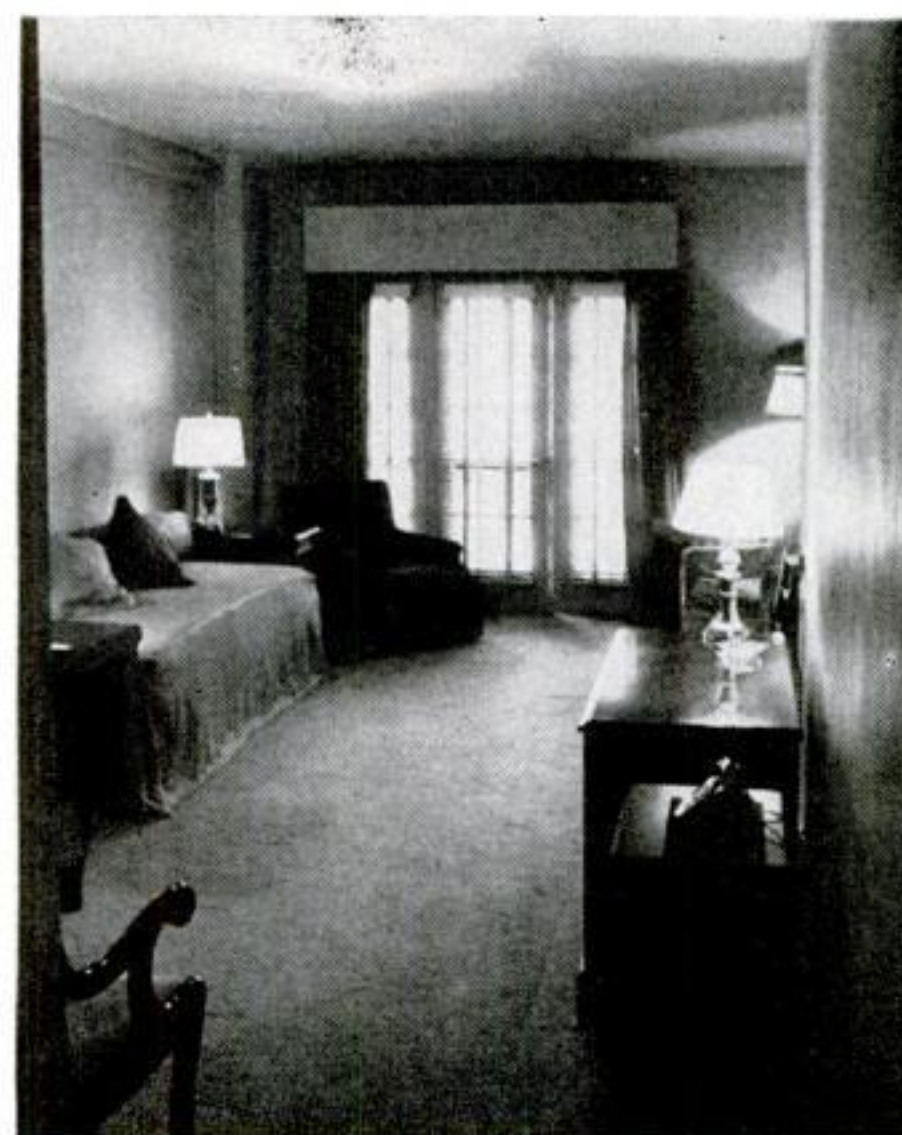
11 Intermediaries for Greenlease in the ransom negotiations which Hall conducted over the telephone were Norbert O'Neill (left) and Robert Ledterman, who here stands at the screen door of the Greenlease house and wards off newspaper reporters' questions. Hall made a total of 10 telephone calls to the house.



14 On a Highway 40 bridge, east of Kansas City, O'Neill and Ledterman dropped the money at midnight. Hall, who watched with Bonnie from a car, scooped up the bag and headed for St. Louis.



15 After an all-night drive, Hall and Bonnie wound up in a dingy apartment in St. Louis. They had been drinking wildly and quarreling. Fed up with Bonnie, he gave her \$2,000 and dumped her here.



16 Later Hall picked out something a little fancier for himself, a \$185-a-month apartment in the Congress Hotel's ritzy Town House annex. He checked in carrying ransom money in two suitcases.



18 Key figure in case was Cab Driver Hager. He picked up Hall who said he "wanted a woman." Hager thought Hall was just on a spree.



19 Prostitute Sandra O'Day was the girl Hager found for Hall. When Hager came back next morning, Hall threw him several thousand dollars.



20 Police Lieut. Shoulders, after Hager's report, checked Hall's room, found \$293,992. Hall told him, "I'm one of those in the kidnaping."

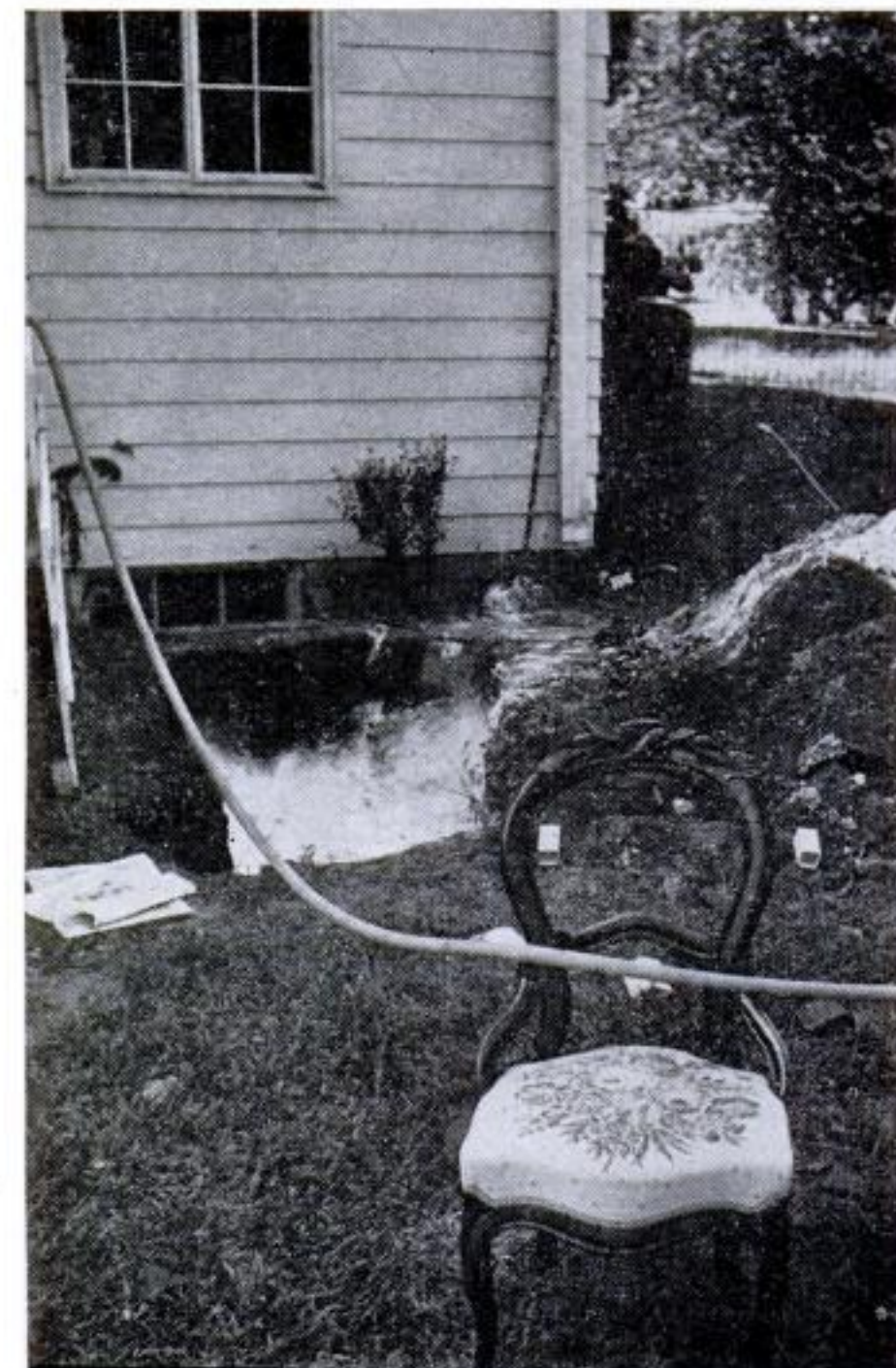


21 Hall's possessions when captured included two foot lockers holding ransom money, new shirts, new hat, whisky, .38-caliber murder gun.



22 Bonnie and Hall sit together in police station, Bonnie holding her lover's hand. She claimed she did not know about kidnaping, had stolen Bobby because Hall told her he was his son by a former

marriage. Police, finding her fingerprints on ransom notes, were suspicious of denial—and of Hall's story he had not killed Bobby but found the gun by his body. They were charged with kidnaping, murder.



23 In back of Bonnie's bungalow, police opened grave, which Hall had newly planted with flowers, and found Bobby in blue plastic bag. Police draped ropes over furniture to keep off curiosity seekers.



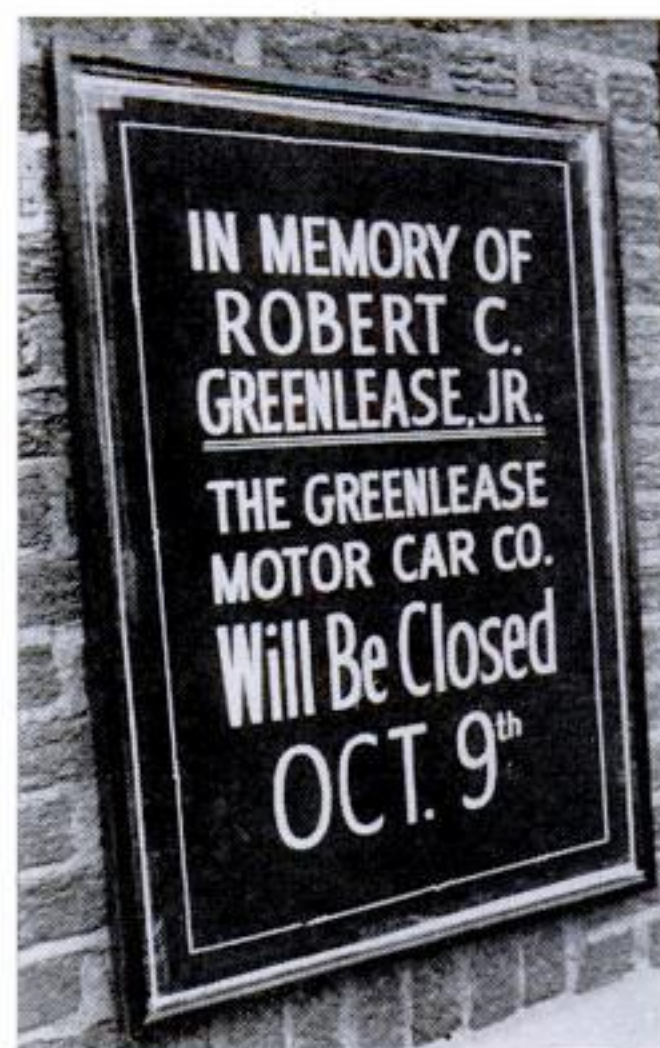
24 Bobby's dentist, Dr. Hubert Eversull, was called to make positive identification from the teeth of body which was already badly decomposed.



25 New name in the case was ex-convict Thomas J. Marsh who Hall said killed Bobby. Police doubted story but started search for Marsh.



26 Bobby's classmate, Robert Cudihy, 7, one of only two boys left in class of girls, looks lonely. "Bobby's now in heaven," he said.



27 This sad sign was posted on the Greenlease Cadillac agency. Remarked one worker in sympathy, "I feel sorry for that poor millionaire."



28 Bowed in anguish, Bobby's mother and father leave the Forest Hills mausoleum in Kansas City after the burial rites. Their only other child, Virginia, 11, can be seen partly through the bush in front. The Greenleases' adopted son Paul, whom Hall knew at Kemper, is behind them wearing dark glasses. The

Mass of the Angels was sung in the church where Bobby would soon have taken first Communion. Archbishop Hunkeler of Kansas City delivered the sermon, spoke of the parents' grief: "Your sorrow is not in that the cheery person is gone, but in the agonizing fear that he was in the hands of evil persons."

THE PRESIDENT AND THE BOMB

President Eisenhower told a recent visitor that he had been having atomic bombs for breakfast. He is said to be spending half his working hours on the atomic problem. He has devoted grave words to it in all his recent public statements. It obviously weighs on his mind, and no wonder: *he is the first U.S. President who has had to take serious account of the possibility that this country can be physically destroyed by a foreign attack.*

Ever since the Soviet super-bomb explosion of last August, responsible government officials have been trying to get a correct perspective on this danger—not only for their own peace of mind, but in order to convey it correctly to the public. As AEC Chairman Lewis Strauss put it, “a well-posted public is the best assurance of wise decisions.” It is clear that big atomic policy decisions are in the making. But a correct perspective on the bomb has yet to be achieved.

Gordon Dean, former AEC chairman, said recently that “within two years she [Russia] will have the capability to virtually destroy us if she moves first. Since we have consistently underestimated the Russians let’s call it one year—not two.” Last week, within a few hours of each other, Secretary of Defense Wilson guessed it would take the Russians three years to perfect and deliver an H-bomb; Arthur Flemming, the defense mobilizer, and Congressman Sterling Cole, chairman of the Congressional Atomic Energy Committee, said it could happen right now; and Civil Defense Chief Val Peterson, while not saying how soon, fatuously declared that an atomic war is inevitable. The rising Babel finally forced the President to shush his discordant subordinates and to give us his own clear and authoritative summary of the known facts (*see box*).

From this summary all further public speculation on the subject must now start. It need not end there, however, for certain other facts are known and certain other decisions can be inferred or predicted.

First, it can be inferred, hopefully, that we have heard the end of “Operation Candor.” That half-baked phrase, implying that the people have hitherto been deceived, had two versions. One, recommended by J. Robert Oppenheimer, would have disclosed military secrets, such as the size of our atomic stockpile, which Chairman Strauss says would be much more meaningful to Soviet strategists than to American opinion. This Eisenhower has decided against. The other was a plan to scare the people out of their supposed apathy by a presidential speech or series of speeches. But it turned out that no description of the atomic danger, however vivid, can by itself erase the question that best summarizes the public attitude now: so what?

This question can only be answered by one of two courses of action. Accepting Val Peterson’s premise, we could arm to the teeth both offensively and defensively: decentralize our cities, put factories underground, build mass bomb shelters, circle every city with anti-aircraft batteries and interceptor aircraft, and generally turn ourselves into a garrison state. The other course is to turn our main energies, not into defense, but into an urgent and vigorous diplomacy, backed by enough force to discourage Soviet aggression, and aimed at reducing the power of Communism to harm us or the world. This second course offers the better chance of avoiding war with Russia. The Eisenhower administration has obviously chosen it.

The Pentagon finished its 1954-55 budget proposals last week.

Unlike Secretary Wilson’s first budget, which trimmed the Air Force by \$5 billion, this one is not an economy budget. It asks for \$35 billion, about the same as this year’s; the Air Force is assured of a 127-wing program and may get 137 wings, and the Army and Navy are also happy. The “new Wilson,” as Pentagon reporters call him, can no longer be called a “second Secretary of the Treasury.”

On the other hand, this budget contains no hint of the equipment that would be needed for an all-out defensive strategy, or garrison state. It asks merely for \$600 millions of new funds for the “Distant Early Warning” network of radar and communications posts at sea and (with Canada’s permission) in Northern Canada, and also includes some new home interceptor wings.

These are the only concessions to Russia’s super-bomb. In other respects the budget is based on the same strategic principle that has protected us since 1946, threat of retaliation. Our strategy is offensive rather than defensive; if war comes, we will still try to carry it to the enemy.

Another major decision is implied rather than stated in this budget. It is not the “new look” budget that weapons experts have been waiting for. It continues to do what we cannot afford to do much longer, namely “pyramid” new weapons techniques, such as guided missiles, atomic submarines and trans-sonic bombers, on top of a full array of old-fashioned weapons, such as the four battleships still maintained by the Navy. But as the President told his press conference, the weapons strategy problem is under continuing study, and it is safe to predict that Radford will come up with a more radical shift of emphasis, perhaps even before this budget is adopted.

If this shift happens, the role of atomic weapons in our basic

strategy will be much more central than it is now. Their very evolution assures this. We now possess, not just a few race-suicide bombs, but “a whole array” of atomic weapons, tactical as well as strategic. In the dread economy of slaughter, the use of these weapons would greatly reduce the estimated \$10,000 it cost us to inflict each enemy casualty in Korea. Their effectiveness forces them into the center of our military planning. And that done, logic confronts us with the gravest decision of all: if we are going to rely on these weapons, we have got to be prepared to use them.

The military will not use an atomic weapon without the President’s specific permission. In Korea the question scarcely arose, since the military did not think it had the right targets for atomic weapons. If he ever faces an occasion for using atomic weapons, the President’s lonely and awful decision will be as hard as any Lincoln faced. Even the earlier decision will be a hard one: to tell the world in advance that atomic weapons will be used against aggression in any war, large or small, where they are militarily useful. But we do not think the President has much choice.

For the most fundamental decision of all has already been made, both by the government and the people. That is to seek all means of avoiding war except funk. This places the primary burden of survival in the atomic age on the vigorous foreign policy, of which our atomic weapons are merely an arm. Only the right foreign policy can bring us to the day when freedom is strong enough to control and forswear these weapons. It is therefore our foreign policy, and not the atom itself, that needs public attention, criticism and support.

THE NEW STARTING POINT

“The Soviets now possess a stockpile of atomic weapons of conventional types and we must furthermore conclude that the powerful explosion of August 12th last was produced by a weapon, or the forerunner of a weapon, of power far in excess of the conventional types.

“We, therefore, conclude that the Soviets now have the capability of atomic attack on us, and such capability will increase with the passage of time.

“And now a word as to our own situation. We do not intend to disclose the details of our strength in atomic weapons of any sort, but it is large and increasing steadily. We have in our atomic arsenal a number of kinds of weapons, suited to the special needs of the Army, Navy and Air Force for the specific tasks assigned to each service.

“It is my hope, my earnest prayer, that this country will never again be engaged in war. . . .”

—DWIGHT D. EISENHOWER



SLAUGHTERHOUSE FUGITIVES IN A FRONT YARD RODEO

When someone left a gate open at the Port City Packing Co. in Houston, a frisky Brahman yearling on his way to the slaughterhouse stuck his nose out and decided to take a walk. Twenty-nine others followed. All afternoon and evening, and into the next morning, they gamboled down the Houston streets—one of them reached a point three miles from the

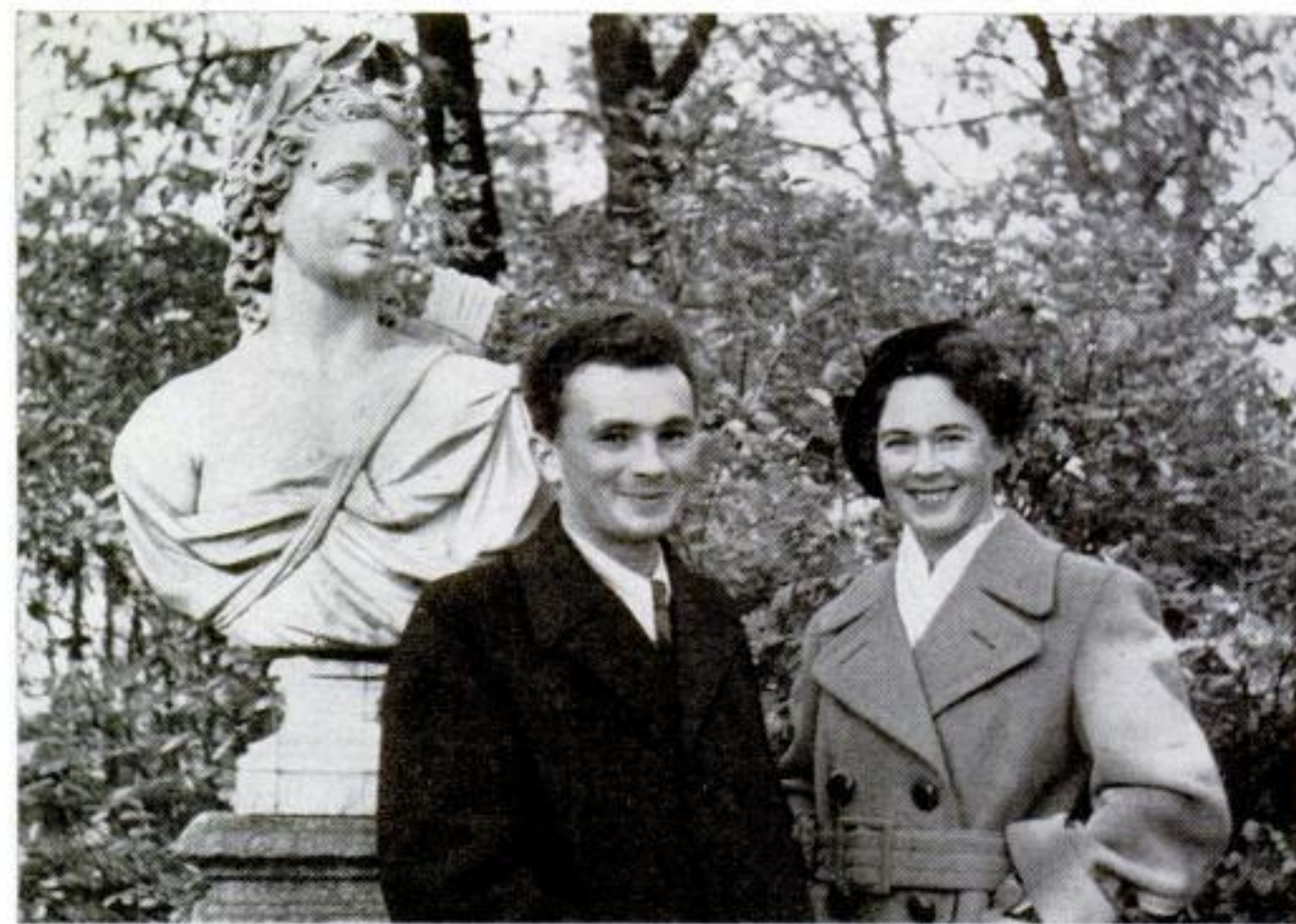
stockyards—messed up suburban yards and gardens, splintered fences, broke a few windows. But no great damage was done, and the citizens had a good show while it lasted. Those living at 4446 Wheeler Avenue (*above*) had the unexpected pleasure of seeing a rodeo performed for free in their own yard as two stockyard cowboys roped two of the fugitives.



CONTRAST IN MOSCOW juxtaposes end of old street against tall new apartment. Boys were surprised to find TV aerials (left, near chimney) in slum area.



SLOGAN FOR FARMERS at collective near Kiev is a sign urging "forward to Communism." Emond (foreground) stares at it, and farm official stares back.



FRIENDS IN LENINGRAD were Berger's guide Olga and companion Sasha, assigned to him by Young Communist League. They stand beside bust of Apollo.

COLLEGE REPORTERS INTERVIEW THE U.S.S.R.

They find borsch, friends . . . but also arguments



DANIEL BERGER

In a year when more Americans than usual were seeing Moscow, the latest adventurers came home last week with a rare pictorial record and a youthful appraisal of some things Russian. Two young men, 21-year-old Daniel Berger of Oberlin College and 25-year-old Mark Emond of Colorado University, went as editors of college newspapers, inspired by the earlier trip of several small town publishers (*LIFE*, April 20). Seeking visas in June, along with Zander Hollander of the University of Michigan, they got them in September, flew to Russia and toured Moscow and Kiev (Berger also went to Leningrad) for 15 days under a Soviet tourist agency package deal of \$19 a day.

They moved freely, or seemed to. But Berger had a feeling that somehow he never did get to places he asked to see, a steel plant for example. Though he found cops numerous, nobody did much to restrict his picture making. At the Moscow ballet an English teacher said hello and hospitably took them to a nightclub where he paid half of a \$12.50 bill for champagne. In Leningrad, Berger was invited to see television and, though the screen was tiny, he was astonished at the excellence of the programs—a Balzac novel dramatized and a melodrama on the soul-searching of a Soviet official. Invited to dinner at a collective farm near Kiev, they feasted on borsch, canned crabmeat, fried pork and eggs, curds and honey, washed down with toasts to peace in vodka, wine, beer and milk.

The travelers encountered no hostility, but university students, obviously primed, proved eager to debate the iniquities of the U.S. The arguments often ended with a Russian triumphantly shouting, "But what about Paul Robeson?"

In turn the young travelers, spying significantly empty picture hooks among galleries of Soviet heroes, kept badgering their guide to show them a picture of the lately deposed Lavrenti Beria. The guide finally found one—in a mosaic on the ceiling of the subway.

Making some friends, Berger thought the best was Olga Farmakovskaya, his guide in Leningrad. Olga wore glasses "but never when she didn't have to" and was proud of her diamond ring which was "real, of course, because we don't have imitations in Russia." It impressed Berger when, in a country where girls seldom "get the once-over," she created a sensation wearing "something brown with spangles on it" to the ballet.



MARK EMOND



BERGER PHOTOGRAPHED WHAT HE CONSIDERED MOSCOW SLUM (ABOVE). BUT STUDENTS HE MET DEMURRED, SAID THESE WERE "OLD HOUSES, NOT SLUMS"



MOSCOW ART LOVERS visiting Tretyakov Museum on Sunday stare raptly at the exhibits. The museum is devoted exclusively to Russia's own art, both

classical and postrevolutionary, and a standout attraction is the life-size painting (center panel) of Marshals Stalin and Voroshilov standing on the Kremlin wall.



MOSCOW FREE MARKET brings shoppers to look at flowers. Here, where peasants are permitted

to sell surplus crops and handicraft and prices fluctuate with supply, blossoms cost up to \$1 each.



COLLECTIVE FARM NURSES, one out of uniform, stand in door of hospital which, at moment, is empty. Six-bedroom hospital cares for 900 families.



COLLEGE EDITOR, a party boss, Semyon Gurevich works over copy for Moscow University paper.

A BALD BOY EDITOR, WHOLESOME COEDS

The two travelers were most interested in their visits to newspapers. *Komsomolskaya Pravda*, a Moscow youth paper with a circulation of 1.2 million, astonished them by having a staff of 100 editorial workers to get out four pages. The opulence of the offices amazed them, as did learning that reporters do not work in big noisy city rooms but in small offices or in a "quiet room" where talking is forbidden. The Moscow University student paper gave Berger a shock. Among the editors, he found full-fledged party members and one who was bald-headed to boot. The paper read "as though it had been written by the dean."

Berger and Emond were pleased to learn that university students are state supported and pay no tuition. And they had a brotherly interest in some students who sidestepped entrance examinations by working their way into Moscow University as pick and shovel laborers on its new 32-story building. As a young man as well as a student, Berger found that Russian coeds reminded him of the girls back home at Oberlin, "kind of sweet, naive and not very sexy."



LENINGRAD STUDENTS, including girls in typical coed dress, browse in university library. Berger found students friendly, eager to practice their English.



INSIDE THE KREMLIN Berger photographed guide, guard and friends under chandeliers of St. George's Hall in the Great Palace. Palace was echoingly empty

during their weekday visit, but guide said Sundays bring Russians thronging to shrine whose marble tablets set in pillars memorialize czarist officers, regiments.

PWs WHO THE REDS SAY DO NOT WANT TO COME HOME TO AMERICA



PVT. JAMES G. VENERIS
HAWTHORNE, CALIF.



PFC. R. R. TENNESON
ALDEN, MINN.



SGT. HAROLD H. WEBB
FORT PIERCE, FLA.



CPL. W. A. COWART
MONTICELLO, ARK.



CPL. ARLIE H. PATE
CARBONDALE, ILL.



SGT. SCOTT L. RUSH
MARIETTA, OHIO



CPL. JOHN R. DUNN
BALTIMORE, MD.



PFC. S. D. HAWKINS
OKLAHOMA CITY, OKLA.



CPL. E. D. DICKENSON
BIG STONE GAP, VA.



CPL. WILLIAM C. WHITE
PLUMMERVILLE, ARK.



CPL. C. C. ADAMS
MEMPHIS, TENN.



SGT. R. G. GORDON
EAST PROVIDENCE, R.I.



CPL. O. G. BELL
OLYMPIA, WASH.



SGT. R. E. DOUGLAS
SAN ANGELO, TEXAS



SGT. A. C. BELHOMME
ASHLAND, PA.



CPL. L. D. SKINNER
AKRON, OHIO



CPL. AARON P. WILSON
URANIA, LA.



SGT. HOWARD G. ADAMS
CORSICANA, TEXAS



CPL. MORRIS R. WILLS
FORT ANN, N.Y.



CPL. C. V. BATCHELOR
KERMIT, TEXAS



THE PATE FAMILY—MEMBERS WHO MADE TRANSCRIPTION ARE FATHER (STANDING AT CENTER) AND (ON BENCH) MOTHER, SISTER BEULAH, AUNT JEANETTE

'WE GOT EVERYTHING YOU WANTED'

Bewildered family of a soldier staying with Reds records a heartfelt plea that he change his mind

Recently the family of Cpl. Arlie H. Pate (one of the men on the opposite page, top right) drove up from their farm in southern Illinois to Springfield to make a recording. The Veterans of Foreign Wars had asked them and other relatives of non-returning PWs to speak directly to the men in the hope that voices from home would convey to them the enormity of renouncing their own country. The sponsors have sent 18 of the resulting transcriptions to Tokyo and are now trying to find a way of having them heard by the men to whom they were addressed. Here is what the Pates said to Arlie:

MOTHER. Arlie, we been waiting a long time for you to come back. We got everything you said you wanted. I hope you come back.

FATHER. What's the matter with you, boy, you don't come on home like you ought to? We've got everything ready. We've got the hog ready to butcher. Waiting for you a long time.

SISTER. Hello, Arlie, this is your sister Beulah. How are you? I hope you come home pretty soon.

AUNT. Hello, Arlie, this is your Aunt Jeanette. We want you to come home and be with us. We're hoping and praying to God you'll change your mind, Arlie, and come home to us, because your friends need you here and your folks need you here.

MOTHER. Arlie, you always talk about the farm. We've bought stock and everything you said you wanted. You said you wanted a lot of fruit and stuff to eat. Do come back to us, we sure need you. You're welcome home anytime you come home.

FATHER. Son, what's the matter that you can't come on home? Your Mommy's in bad shape and can't stand it hardly at all, you being gone like that. My lord, why in the world don't you come on over here? We got the stock and everything here waiting for you and you can have fried chicken and everything, fried chicken, fried squirrel and fried rabbits and you can just have a big time. All them neighbors all the time askin' where you're at, and what you're doin' and why you don't come on home. My lord, come on over here with us and be with us.

SISTER. Arlie, you don't know what you've been missin'. Your sister, she's got two children now, a boy and a girl. Merle, he's five, and Kathryn, she's two. She's gonna have another one in November and if you change your mind you might be here when she has her last one. Arlie, Merle talks about you all the time. He just talks about you all the time, he wants you to come home. That's all he talks about [crying].

FATHER. Arlie, I don't know what in the world's the matter with you. My lord, stay over there like that there? Why in the world? Get down and me and Uncle Willard would come over and go squirrel hunting with you. Shucks, you'd have a wonderful time. Come on over here and get on with us, be with Mommy. Why, shucks, she'd just be so pleased and well satisfied she wouldn't know what to do. My lord, you'd be surprised.

MOTHER. Hello, Arlie, Sammy said come home, he'd have a big time with you. Grandma, that's all she talks about. We'd go all over and see all of them, even in Arkansas and see the rest of the family. Sonny, this is awful hard on me. Won't you come and see us all? Please, Arlie, come home. SISTER. Arlie, do you remember some of the times that we used to have when we were in school and how we used to have fights and I still remember the time that we whipped Dolly Heffman, I'll never forget that [crying]. We used to have so much fun and I remember the time I scared Miss Penecost and she ran back to Miss Dennis' house and locked the door. If you'd come back we could have some fun like we used to have. FATHER. Arlie, we could really have the fun, boy. Donnie ran out the other day when I started to town. He says, "Well, I'm going to town with you but I got to take a shave first." He's got him a nice mustache going now and just having a big time. And you'd get down there and there's all them neighbors around there and lots of girl friends around there—shucks, you'd have a big time. My lord, you're worrying Mommy so she's purt near crying nearly all of the time you look at her.

AUNT. Arlie, you know that Willard's moved over there by me now and he's built him a little shack and he lives over there close to us. Howard and me and him and your Grandma Arnold over there—she lives in Sonny's place—and if you'll come back we'll be all in the family circle.

Arlie, you know that this is the only free country there is. You know that you can't stay over there and be free and you know well that you're a free-born American. And there's no place over there for you. And you better come home because, Arlie, you know that we all love you, you're the same boy now as you were when you left and we've got to treat you the same. You got to treat us the same. Because we're all the same blood, flesh and everything. Now Arlie, you must understand that you are a free American and we want you to come home where you can be with us because you're the only one that can tell us and be with us and let us know of all the things that's happened around the world.

I think if you'd come home that you could add several years to your mother's and father's life, that you may never see again if you don't.

Goodby, Arlie, and good luck and God bless you.

SISTER. Arlie, you just don't know how much grief you put on Mother, she sits and cries all the time and calls your name [sobbing]. Goodby, Arlie, God bless you and good luck.

FATHER. Son, I don't see what in the world is the matter with you if you don't come on home here. Here I'm letting Ronald take the truck and take Mommy to town to the doctor. You could be here with her and you could drive the truck and take her to town to the doctor whenever she needs you. My lord, she needs you bad, needs you awful bad.

Well now, Son, I'm going to have to leave you now. Goodby, but be sure and come on home. And be with us now for the rest of your days.



REPATRIATOR THIMAYYA HAS DECORATED HIS HEADQUARTERS WITH RUG OF LEOPARD HE KILLED

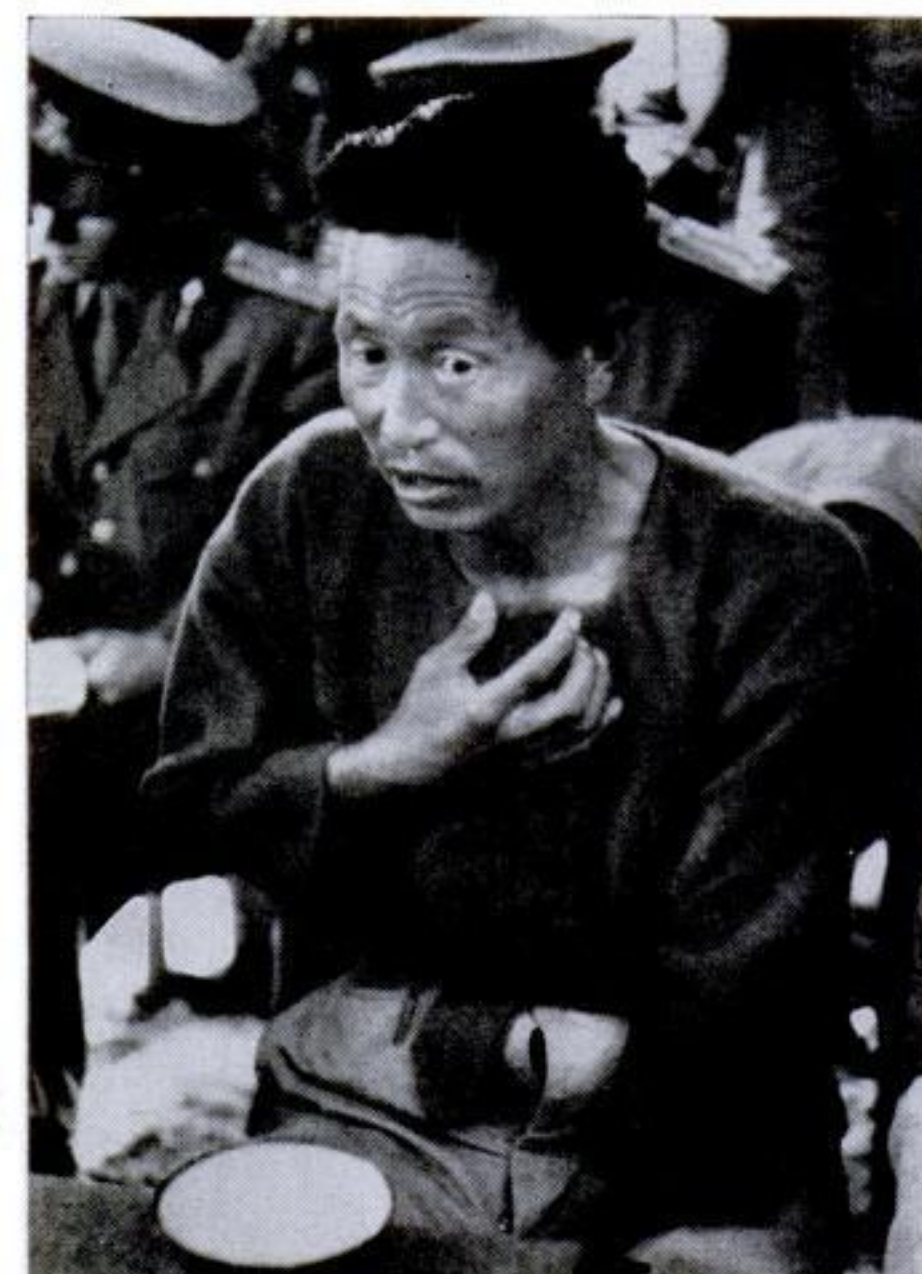
PANMUNJOM DILEMMA

Reds show off a few converts but 22,000 PWs still say "No"

Against the 20-odd Americans listed as wanting to stay in Red hands are more than 22,000 Chinese and North Korean PWs who say they do not want to go back to Communism. They say this plainly—all but a few (*right*)—but they still are having trouble convincing the Reds and the U.N. Repatriation Commission.

An important man they must convince is Lieut. General K. S. Thimayya of India, chairman of the Repatriation Commission. So far Thimayya has ruled in favor of the Reds on vital points, holding against vociferous U.N. objections that PWs may be forced into "explaining rooms" against their will. The U.N.

considers Thimayya an honorable soldier and his Indian troops superb. But he is handcuffed not only by the technicalities of the armistice agreement, and by the presence on his commission of such "neutrals" as Czechoslovakia and Poland, but by the pro-Communist innocence of his boss back home, Prime Minister Nehru. Nehru told the Indian delegation to Korea that the anti-Red PWs "are obviously held under duress." Then he denounced the U.N. Command as apparently not wanting peace—despite the fact that it was Red China that stalled until last weekend before agreeing to a U.N. proposal that peace talk machinery be set up.



GESTICULATING RED, who chose to go home, tells Commie-staged conference of prison beatings.



BOWED RED collapses as he recalls "suffering" under the U.N. The woman is a Communist soldier.



ANTI-INDIAN BANNERS were stacked by Syngman Rhee government for "spontaneous" parades.



ANTI-RED EXHORTATIONS are painted on tents by Chinese prisoners at Panmunjom. Some

say: "Kill Chu" (Chinese army chief), "Overthrow Mao" (China's dictator) and refer to Red "bandits."

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There has never been anything that looks like it... there has never been anything that performs like it... for this beautiful instrument ushers in a whole new era in the enjoyment of sound from FM and AM radio and from records.

Philco "Phonorama" brings you, for the first time, high fidelity sound in Full Dimension!

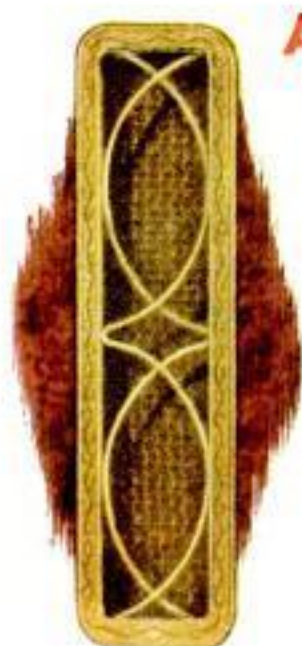
And the difference between it and ordinary reproduction is as though a door had been suddenly

opened. The room is *flooded* with sound... the purest, most thrilling sound you have ever heard... from deepest bass to highest treble. It is sound of unbelievable "presence"... sound in Full Dimension.

This miracle of sound reproduction—the new Philco "Phonorama"—now makes it possible for you to own a true, matched High Fidelity system in a single acoustically-balanced cabinet.

And to own "Phonorama", we promise you, is an entirely new experience in listening pleasure. But rather than take our word for it, hear "Phonorama" yourself... at your Philco dealer's today.

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Entirely new system floods the room with *high fidelity* sound in Full Dimension!



Ordinary Radio-Phonograph
Weak, thin sound except directly in front of speaker—and *no* sound in Full Dimension!

Sensational Electronic Visual Tone Blender on Control Panel actually lights up to show the range of notes being played!



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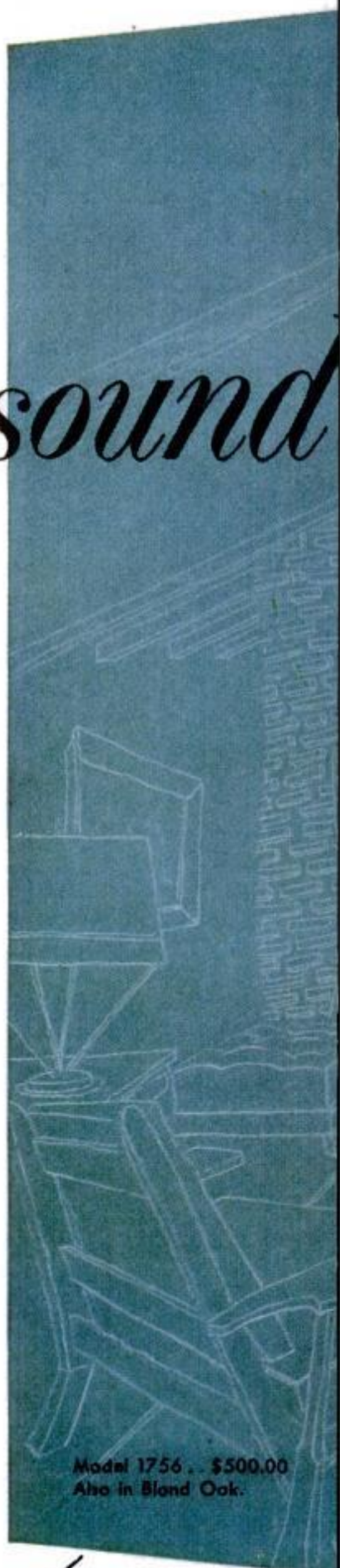
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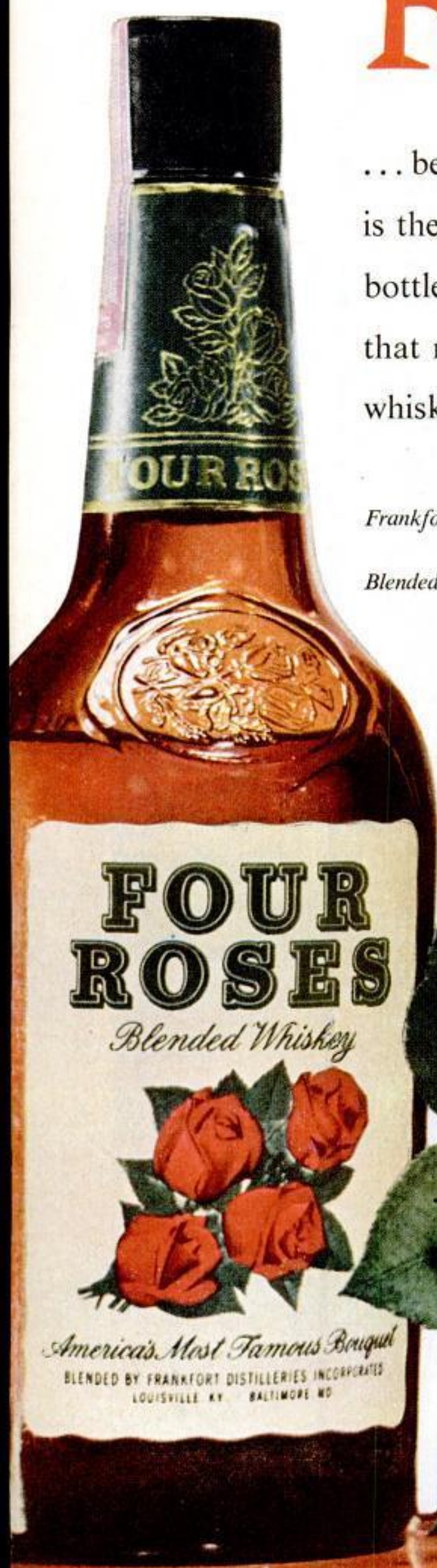
Men who know whiskey
are now saying

"Four Roses"

... because Four Roses today
is the *finest* Four Roses ever
bottled. And—in our opinion—
that makes it the finest
whiskey you've ever enjoyed.

Frankfort Distillers Corp., New York.

Blended Whiskey. 86.8 proof. 60% grain neutral spirits.





THE CONSPIRATORS, Prime Minister Jagan of the People's Progressive Party and his wife Janet, met in Chicago where he was a dental student.

FACE-OFF IN GUIANA

The British act to end a pro-Communist regime

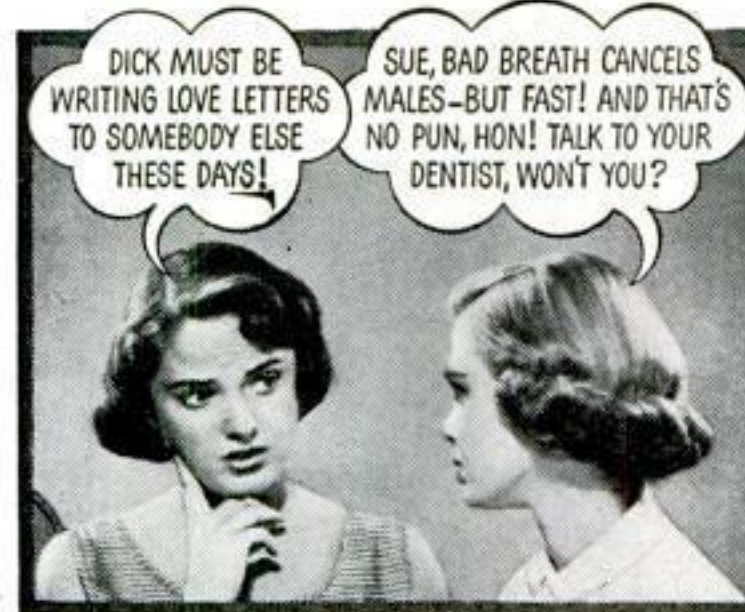
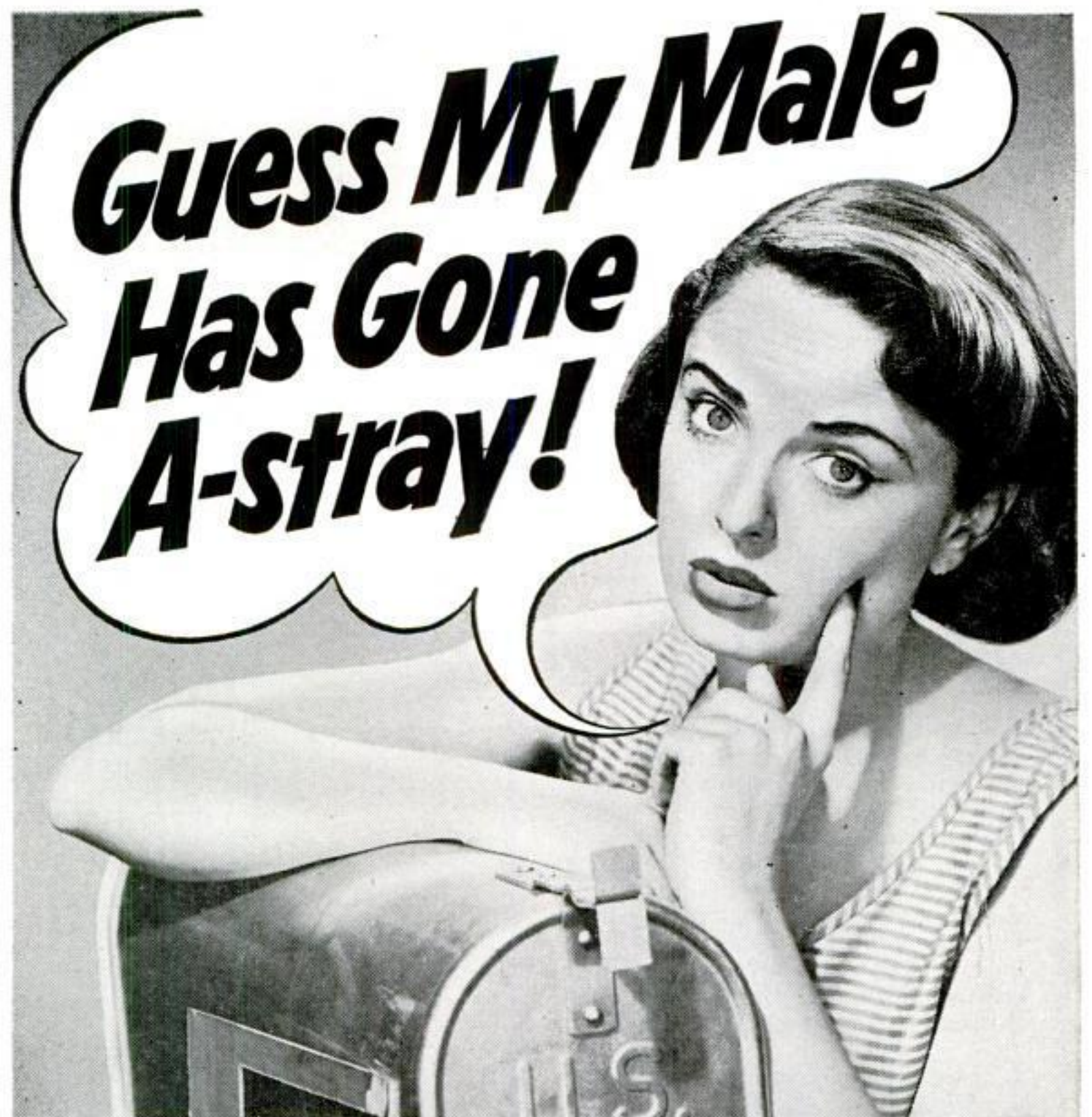
Last week in British Guiana a pro-Communist dentist named Cheddi Jagan and his Chicago-born wife Janet came face to face with the British Commonwealth. The Jagans have been political agitators in Guiana for 10 years. Working among poor sugar-cane cutters, for whom economic reform came too slowly, they built up a popular following. Last April, when the British gave the country a constitution and a general election, the People's Progressive Party, headed by the Jagans, won the election and appointed Cheddi Jagan prime minister.

But instead of forming a government for the people it pretended to serve, the party set out through strikes and sabotage to destroy the new constitution and bring forth a totalitarian state. Anticipating a coup and acting with a bold dispatch reminiscent of bygone days of the empire, the British government decided to revoke the constitution. To back up the governor (*below*) it immediately sent the cruiser *Superb* to the scene, ordered the aircraft carrier *Implacable* to follow.



THE GOVERNOR, Sir Alfred Savage, takes walk in full dress uniform with aides. A career colonial official, he has served in Palestine, Nigeria, Barbados.

CONTINUED ON NEXT PAGE



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So Many
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SO GOOD!

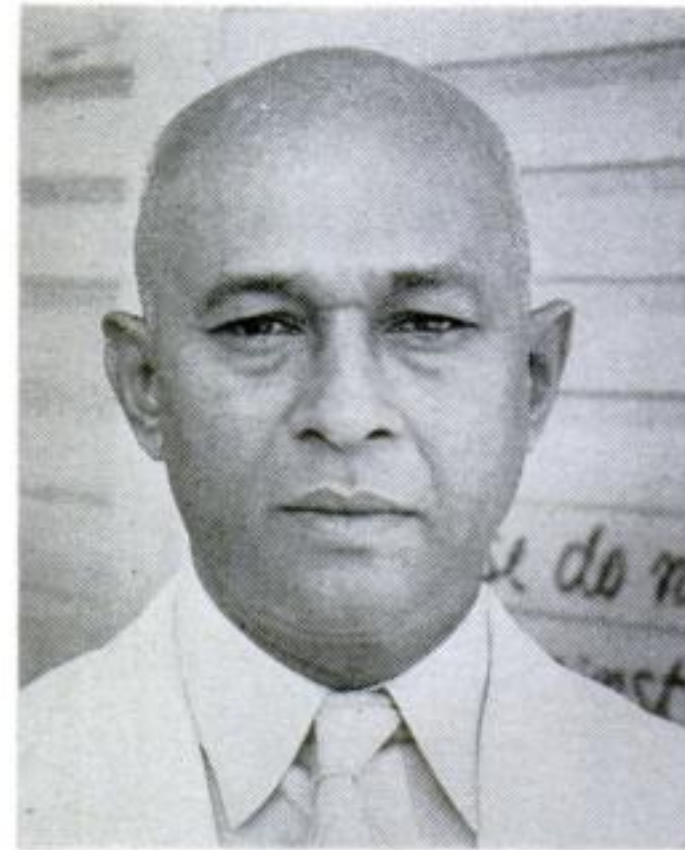


CANDIES

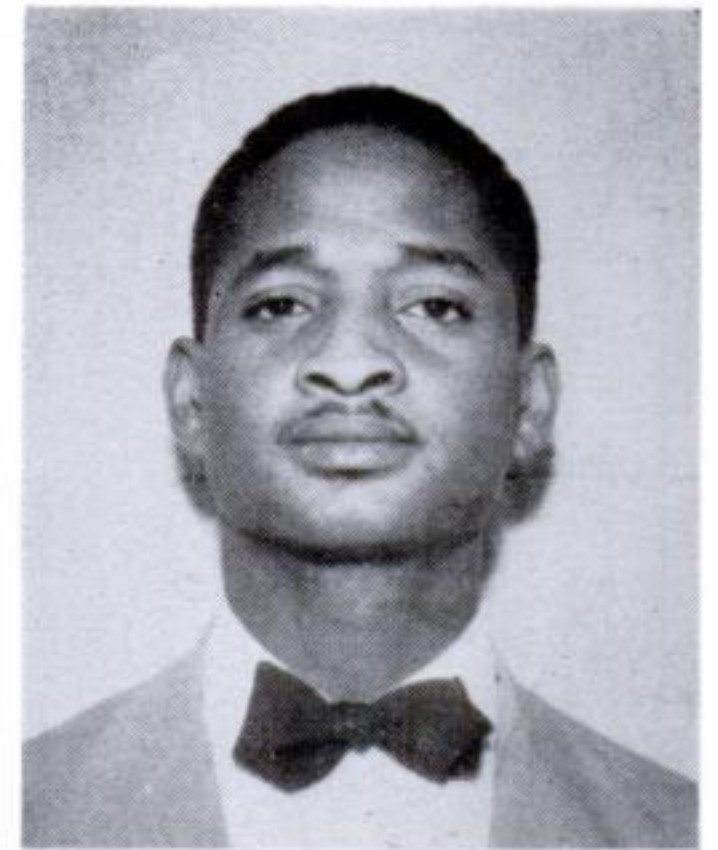
New York 13, N. Y.



COMMUNICATIONS Minister Sydney King visited behind iron curtain.



HEALTH Minister J. P. Lachhman Singh, heads sugar workers union.



EDUCATION Minister L.F.S. Burnham pushed Red program for schools.

PARTY PACKED THE TOP POSTS

The Jagans began as reformers, organizing groups to press for low-cost housing and labor laws. Working tirelessly among the cane cutters, Janet was given the affectionate title of "Auntie." But once the People's Progressive Party came to power, the workers were forgotten in the battle against the constitution in which the British still retained final authority.

The party's ministers (*above*) turned out to have connections with many worldwide Communist organizations. Having deprived the party of power, Governor Savage announced that he would try to make a reality out of the Jagans' airy promises. As a convincing gesture, he added that the cricket match with Trinidad would be played that day as scheduled.



ROYAL WELSH FUSILIERS, landed from the cruiser *Superb*, march through Georgetown, the colony's capital.

To back them up Argyll and Sutherland Highlanders, aboard the carrier *Implacable*, were due to arrive this week.



Your skin has never known such luxury...

Don't wait more than a day to try it. For New Woodbury Soap offers you the smoothing, softening care that usually comes in face cream jars alone. Why? Because this is the soap *enriched* with seven face cream oils and emollients, intended to help *replace* natural oils you ordinarily wash away. With New

Woodbury Soap, your face can have soap-and-water freshness, with face-cream smoothness, too. Use it for complexion loveliness. Use its rich and creamy lather for velvety beauty from head to toe. New Woodbury has a new lingering floral fragrance, too. Truly, it's the soap "*for the skin you love to touch*"!

New Woodbury Soap is enriched with 7 face cream oils



Rose Bowl, Pasadena—100,188



Duke University—56,500



Briggs Stadium, Detroit—53,765



University of Michigan—97,239



Yale Bowl, New Haven—70,900

Not enough seats in all these stadiums



Yankee Stadium, New York City—70,000



University of Texas—66,000



Baltimore Memorial Stadium—62,500



Purdue University—52,000



Tulane (Sugar Bowl) Stadium—82,753



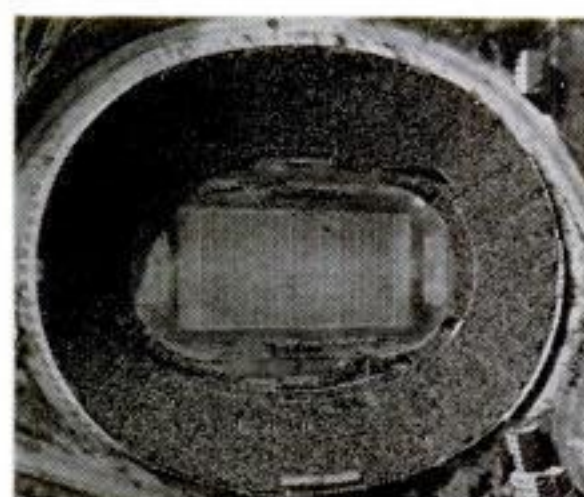
Soldier Field, Chicago—84,677



Stanford University—90,000



Philadelphia Municipal Stadium—102,000



University of Pittsburgh—60,000



University of Tennessee—55,000



University of Illinois—71,119



University of Washington—55,500



Rice Institute, Houston—70,000



Cleveland Municipal Stadium—78,811



Cotton Bowl, Dallas—75,500



University of Pennsylvania—74,711



Orange Bowl, Miami—70,100



State University of Iowa—53,000



University of Georgia—50,000



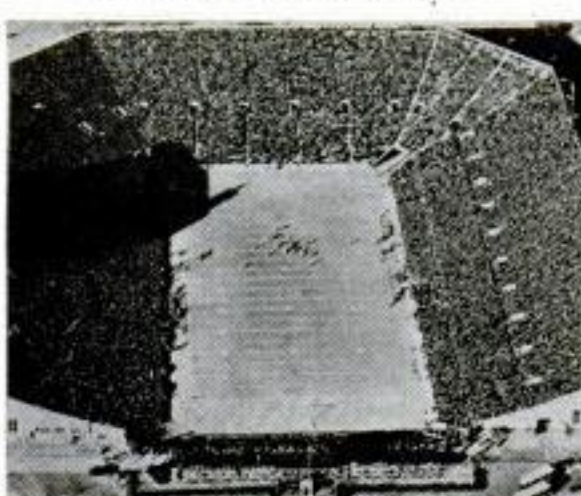
University of California—81,690



Los Angeles Memorial Coliseum—101,528



University of Minnesota—67,000



University of Oklahoma—55,000



Michigan State College—50,745



University of Wisconsin—52,131



Princeton University—49,258

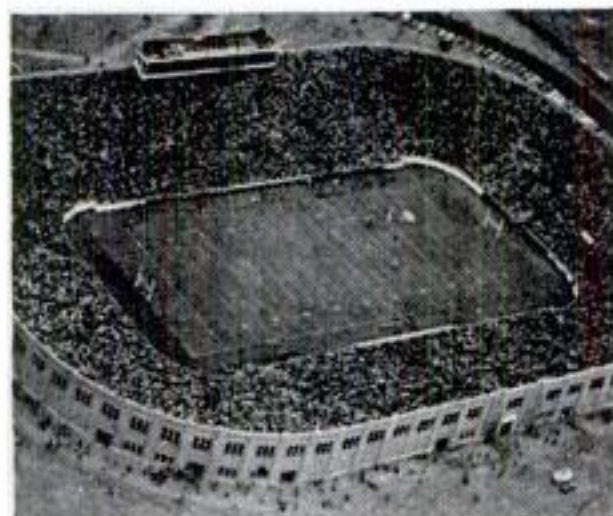
to hold the women who own shares in American corporations



Kezar Stadium, San Francisco—60,000



Polo Grounds, New York City—52,000



University of Notre Dame—56,000



Northwestern University—53,000



Ohio State University—78,677

You'd need all these stadiums and seven more like the Rose Bowl to seat all of America's women share owners.

The men? To seat the men who own stock, you'd need all these stadiums pictured—plus eleven Yankee Stadiums for the overflow.

To make it even more remarkable, about one-third of these share owners report that their family income is less than \$5,000 a year. A housewife, for example, sets aside enough money to buy shares in a food company whose products she uses. A factory worker decides he wants to share in his company's profits as an owner of the business.

They have an ownership interest in everything their company has, from plants and patents to present and future profits.

Picking a Stock to Own

The man or woman buying shares in American corporations has more than 15,000 companies

from which to choose. But the choice can be narrowed, because only 1,085 of these are on the New York Stock Exchange. And note that these relatively few corporations pay two-thirds of all the dividends mailed to share owners in the United States.

No new, untried corporations are admitted to this national market place. No companies whose financial statements aren't readily available. No company that has never known what it is to make at least a million dollars profit in a single year.

All this, from your point of view, makes investing not risk-free, but a bit easier.

Investing can be a simple procedure when you have the help of a New York Stock Exchange broker. They have 1,840 offices in 426 cities. Whether you are placing an order or just asking questions, you'll be a welcome caller.

THE EXCHANGE MAGAZINE—Official Stock Exchange Publication

If you are already a share owner, or if you plan to own shares, be sure to read THE EXCHANGE. Here is a pocket-sized monthly written in non-technical language—full of helpful investment information. For the next twelve issues, send \$1.00 to THE EXCHANGE Magazine, 11 Wall Street, New York 5, N. Y.



Members and Member Firms of the
NEW YORK STOCK EXCHANGE

"I drink all the coffee I want..."

My husband and I are very fond of coffee but it was making us lose sleep. But did we give up coffee? Not at all! We just gave up drinking caffeine. We changed to Sanka Coffee. That was a wonderful idea! Now ...



I get all the sleep I need!

And so does my husband! You see, Sanka Coffee is all coffee, real coffee, but it's also 97% caffeine-free. We sleep like tops. And I'm a lot less irritable, too. Why don't you try Sanka Coffee? You'll probably like it better than the coffee you're drinking now."



DON'T STOP DRINKING COFFEE... JUST STOP DRINKING CAFFEIN!



Have you these symptoms? Nerves jumpy? Tire quickly? Short of breath? Blood pressure up? Can't sleep? These symptoms may come from the caffeine in coffee. Switch over to Sanka Coffee.

SANKA COFFEE

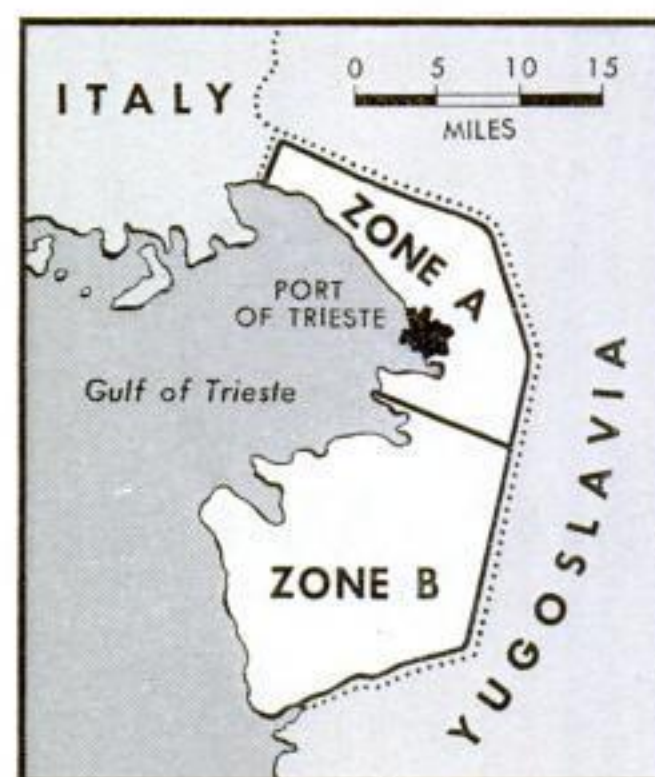
DELICIOUS IN INSTANT OR REGULAR FORM



Products of General Foods

LIFE ON THE NEWSFRONTS

Decision on Trieste, a new Secretary for Labor



FREE TERRITORY OF TRIESTE

The U.S. and Britain, taking a drastic step to solve the Yugoslav-Italian dispute over the Free Territory of Trieste, announced they would withdraw their troops from Zone A, which includes the port of Trieste, and give it to the Italians. At this the Yugoslavs—who already control Zone B—spoke up bitterly and belligerently. Crowds in Belgrade threw rocks through the windows of the U.S. and British embassies. Marshal Tito dramatically told his people that "there will be no peace in this part of the Balkans" if the plan is carried out. But there was reason

to hope his bluster would not be followed by a bite, for Tito knew about the Anglo-American plan—and kept quiet about it—before it was announced. In Rome the announcement was greeted with elation, even though it meant the U.S. and Britain are backing away from their 1948 stand that Italy should get the whole of the territory.

The U.N. General Assembly elected U.S.-backed Turkey to fill the Eastern European seat on the Security Council formerly held by Greece. The Soviet bloc candidate, Poland, was beaten out after eight ballots. Two other nations, Brazil and New Zealand, were elected without opposition.

Jean Valjean of the Bronx

A modern, real-life version of Victor Hugo's *Les Misérables* was enacted when a Bronx thief named Mike McConnell stole \$10,200 from the unlocked, unguarded safe of some Franciscan nuns who over the years had befriended him, forgiven him three times for petty thefts and drunken brawls and nursed him back to life when he was dangerously ill. When McConnell was found and arrested by police in a Bronx bar he had only 23¢ left. He had burned more than \$6,000 worth of checks, he said, and given most of the rest to needy friends to pay for false teeth and a TV set. But one of his pals, after accepting a \$200 gift from McConnell, ungratefully stole \$500 from him.

Prime Minister Churchill, speaking to a conference of his Conservative party, disclosed the two steps he believes the West should take to prevent war. The first: seek a treaty with the U.S.S.R. The second: rearm the Germans, whether or not the French agree.

Labor gets a new Secretary

President Eisenhower filled the gap in his Cabinet left by the resignation of Martin Durkin by naming 52-year-old James P. Mitchell (left) as his Secretary of Labor. Mitchell, a vice president of Bloomingdale's



JAMES P. MITCHELL

department store in New York, a personnel expert and a nephew of Actor Thomas Mitchell, has been serving as assistant Secretary of the Army for Manpower since last spring. During World War II he was in charge of labor and manpower problems for the War Department. Al Hayes, president of the A.F. of L. machinists' union, called the appointment "incredible." But the C.I.O.'s President Walter Reuther had kinder words for the new Secretary. Said he, "Mr. Mitchell enjoys a good reputation among the labor people who have dealt with him. ..."

OF THE WORLD

and a solution to Turnpike's mystery killings

A ham-handed publicity man in Paris, Ill. began to worry that the little town would ignore a personal appearance of Dorothy Lamour in an upcoming variety show. To arouse interest, he sent every third man in the phone book a postcard reading: "Darling: Don't forget our date at 8 p.m., Oct. 28. Dorothy." What this stunt really aroused was a host of suspicious wives. One started divorce proceedings, another angrily kicked the pane out of her picture window, a third flagged down a locomotive to berate her engineer husband who happened to have an ex-wife named Dorothy. Miss Lamour, who hadn't known about the postcards, took out a newspaper ad to apologize and try to placate Paris' outraged wives.

1,000 murders in eight months

Indonesia's partially Communist government admitted its weakness by revealing that in eight months rebels of the Daryl Islam (Islamic State) movement in West Java murdered 1,000 civilians, kidnaped 100, burned 6,300 houses, robbed 10,500 homes. In Sumatra new disorders broke out when thousands of fierce Moslem tribes called Achinese attacked army troops with old swords, kris, kitchen knives. Impressed by the outgunned rebels' religious fervor, a battalion of government troops, mostly Moslems, were reported to have switched sides.



KNIGHT SHARES INAUGURAL STAGE WITH CAROLYN (LEFT), MARILYN

Chief Justice Earl Warren's successor as governor of California, Goodwin Jess Knight, was sworn in last week. Prominent at the ceremony were his two photogenic daughters. The youngest, 20-year-old Carolyn, is a student at the University of California. The other, Mrs. Robert Eaton, 26, will be her widower father's official hostess in the governor's mansion.

Animal arteries are used in humans

Surgeons working at Georgetown University's Medical Center in Washington, D.C. reported successfully using portions of the bodies of animals as spare parts for humans. They transplanted sections of arteries from pigs and calves into four patients with defective blood vessels, after sterilizing, freezing and drying the tissue to remove all life. In time new human arteries formed around the transplants.

Ohio and Pennsylvania police belatedly started hunting for 27-year-old John Wable to charge him with the series of murders that terrorized truckers on the Pennsylvania Turnpike for several weeks (LIFE, Aug. 17). The police in Uniontown, Pa. had Wable in their hands two months ago on a minor charge, but when he tried to confess to the Turnpike murders at that time they shooed him away as a "screwball." He has since pawned a watch stolen from one of the victims. And bullets found in the bodies of two murdered truckers have been matched up with Wable's pistol.



Delsey is fine and
firm and soft
—like Kleenex tissues

Just as you know there is only one Kleenex*, so too you'll discover that of all toilet tissues new Delsey* alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.



No shredding! No waste!

New Delsey is "clean-cut" to tear evenly—last longer. Delsey tears clean at a touch.

*T. M. REG. U. S. PAT. OFF.

All American Choice



EARLY TIMES

Now America's Leading Premium Straight Whisky*

Long the favorite straight whisky in Kentucky, where the best of whiskies come from, Early Times is now truly an "All American choice," the leading premium straight whisky in all America. Early Times is *heartly* but never heavy—all whisky, *fine* whisky, every ounce a *man's* whisky—every man's best whisky *buy*. Try it today!

*EARLY TIMES OUTSELLS ALL OTHER STRAIGHT WHISKIES AT OR ABOVE ITS PRICE.

*Every Ounce
a Man's Whisky*

KENTUCKY STRAIGHT BOURBON WHISKY

EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY • 86 PROOF



UNANNOUNCED MEETING at airport finds Republican Troast waiting for chance to catch President's hand when it comes down from adjusting tie.

BINGO IS NO ISSUE

But New Jersey discusses letter for racketeer

In recent weeks of active campaigning in New Jersey, which is electing a governor in November, a chief talking point was bingo. Both candidates, Republican Paul Troast and Democrat Robert Meyner, were 100% for it and were trying to get credit for allowing the voters to pass an amendment allowing churches and charitable organizations to conduct "games of chance sometimes called bingo and . . . raffles."

But a new issue appeared when it was disclosed that Mr. Troast had written a letter urging "executive clemency" for the union racketeer Joey Fay jailed for having shaken down contractors for the sum of \$368,000. A state senator tried hard to get Troast off the hook saying he only did it to stave off a strike at the Mahony-Troast Construction Co., of which the candidate is president. Meanwhile, worried, though still favored to win the election, Troast rushed to a New Jersey airport where President Eisenhower was taking off after a speaking engagement in hopes that the President's prestige might bolster his own.



VEHEMENT SENTIMENTS of the Democratic candidate are expressed on a poster which a volunteer worker is here assisting him to autograph.



OF COURSE, THERE'S A DIFFERENCE IN VANILLA PUDDINGS!

1. Many more folks (young and old) prefer Jell-O Puddings over any other kind!
2. That's reason enough to try it. Here's another! There's good milk nourishment in Jell-O Pudding treats!
3. Double-feature wonders—make delicious pie fillings, too. Be sure to try some!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION.

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NOW it's **PYREX**[®]

Never before~ dishes
so smart, so beautiful
with such amazing strength!

THEY'RE HERE—the kind of dishes you've dreamed of, but never expected to see. Lovely enough for entertaining—sturdy enough to take hard knocks and high oven heat!

PYREX Dinnerware is tempered by an exclusive Corning process. Its gleaming white composition goes all the way through—there is no surface glaze to crack, chip, craze.

Bordered with solid color—with or without 22-carat gold bands—these dishes cost far less than you'd expect for such lasting loveliness! See them at your favorite store today!

There's only one **PYREX**^{BRAND} ware, a product of  Corning Glass Works.

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

"PYREX" is a registered trade-mark of Corning Glass Works in the United States and of Corning Glass Works of Canada, Ltd., in Canada.



16 Piece Service for 4—from \$5⁹⁵

DINNERWARE!

Sets include 4 handsome dinner plates, 4 salad plates, 4 cups, 4 saucers. Bordered with stunning decorator colors—with or without 22-carat gold bands. Tableware setting shown, 16-piece service for 4—only \$8.95. Other dishes available in open stock.

Four High-style Colors to Choose From!



LOOK! Used like a hammer in laboratory test! Just one of many breakage tests PYREX Dinnerware has passed! And cup handles are part of cup—not just attached.



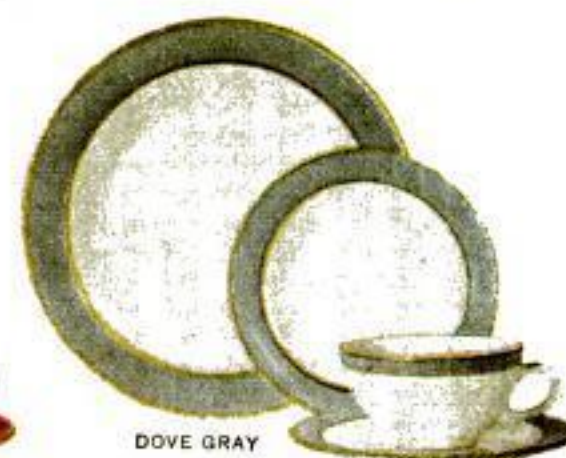
TURQUOISE



LIME



FLAMINGO



DOVE GRAY

PYREX
baking and
serving dishes to
match or harmonize



PYREX Bakingware heats fast, browns foods evenly and is the easiest ovenware in the world to wash clean!

Just right for baking and serving perfect pies, cakes, casseroles, roasts and vegetables. Shallow, round, square, oblong dishes and covered casserole from 60¢ to \$1.50. Use them proudly with your new PYREX Dinnerware.

Corning, N.Y.

WINDOWS

that look in on Ballantine ALE



The Desert Inn, Palm Springs, California

Hotel Nacional de Cuba in Havana



Boston's Sheraton Plaza Hotel

Worth looking into is the enjoyment people get from Ballantine Ale.

In flavor, in satisfaction, Ballantine Ale is not to be compared with any other malt beverage. Top fermentation . . . with Ballantine's pedigreed yeast working upward, not downward . . . makes the difference!

America's 4 to 1 favorite, Ballantine Ale is more often than not the only ale served at the finest clubs, hotels, restaurants, and aboard ship and train.

Some day a good friend will introduce you to this wonderful drink. But why postpone the pleasure? Order a bottle for yourself—today. Expect and get something wonderfully different!

P. Ballantine & Sons, Newark, N. J.



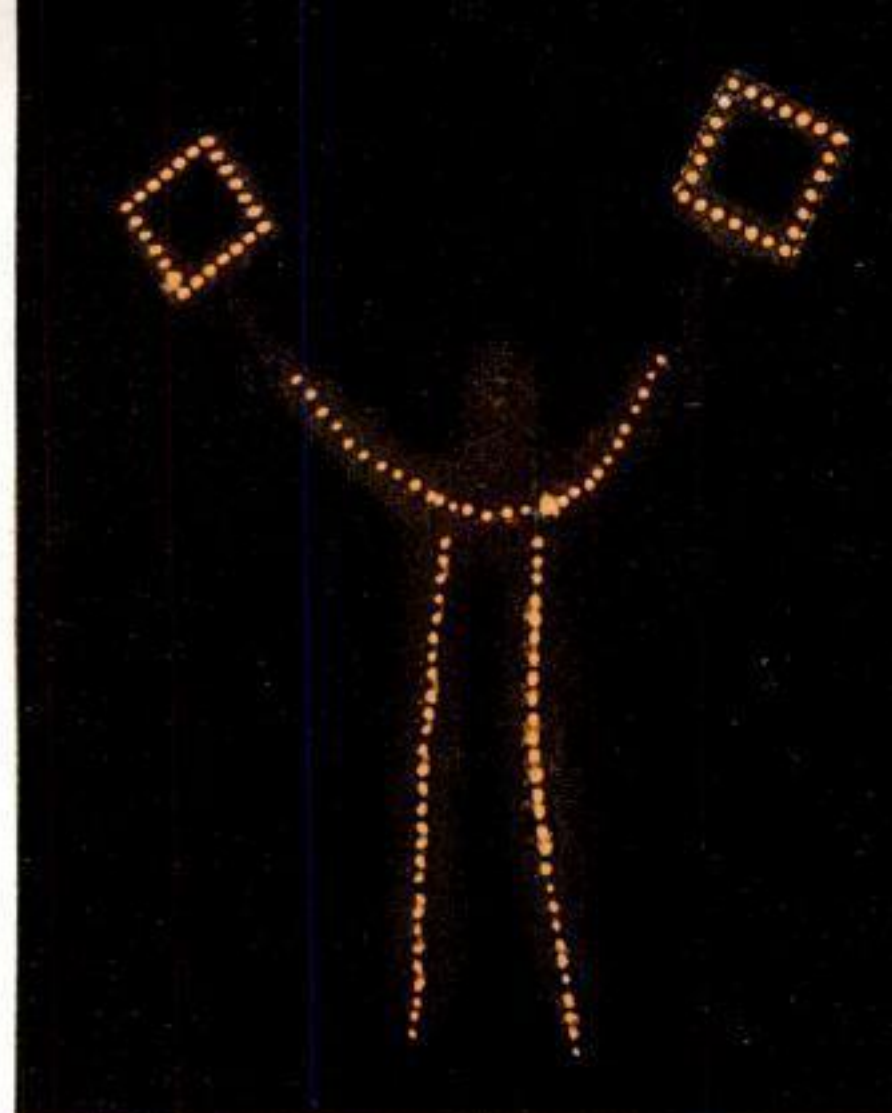
expect something wonderfully different in **BALLANTINE** Ale

ALL LIT UP FOR A LANDING

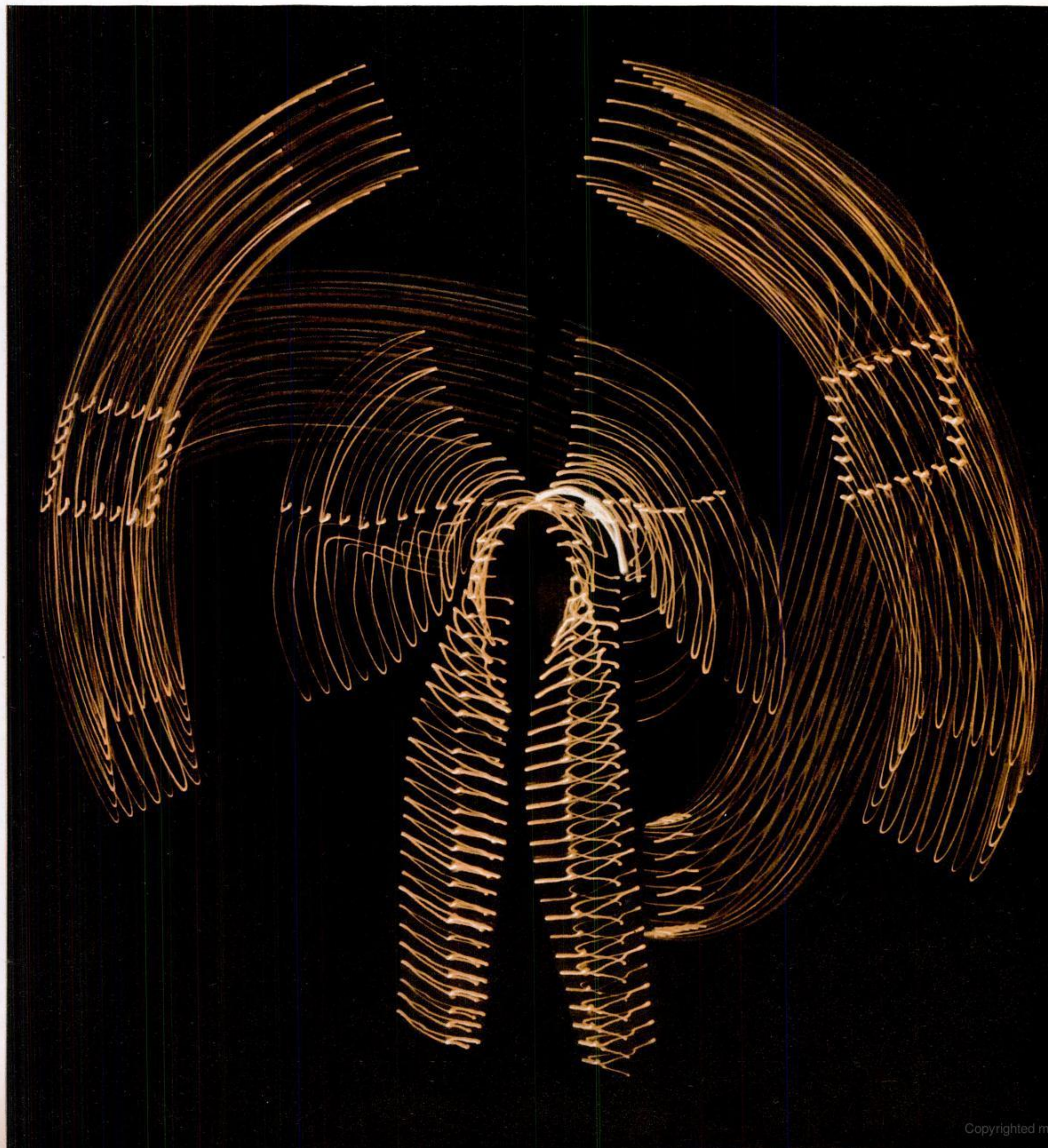
Navy fits officer with electric suit to signal jets in at night

A night landing on an aircraft carrier by a jet plane, hurtling in at 135 mph onto a rolling, pitching deck, is one of the most perilous routines of modern warfare. To pilots the key man in the act is the landing signal officer, who stands near the stern and guides the pilot in with hand paddles. To make its L.S.O. more visible the Navy is trying the device of putting him into a suit strung with amber light

bulbs (*right*) and actually plugging him into an electric socket. The time-exposure picture below, taken on the U.S.S. *Tarawa*, shows how the L.S.O. looks to the approaching pilot as he signals that his approach is okay (two bright squares), tells him to lower his right wing (arc to right), left wing (arc to left), finally (horizontal arc to the left, down swept arc at right) to "cut your engine, friend, and come aboard."



132 AMBER LIGHTS illuminate the L.S.O.—28 on chest and arms, 28 on each leg, 24 each paddle.



for a
happy
change

to a lighter
highball, cocktail
or straight drink

Millions have *changed* to

CORONET

Very Special Quality

BRANDY



lighter highballs

smoother straight

gayer cocktails

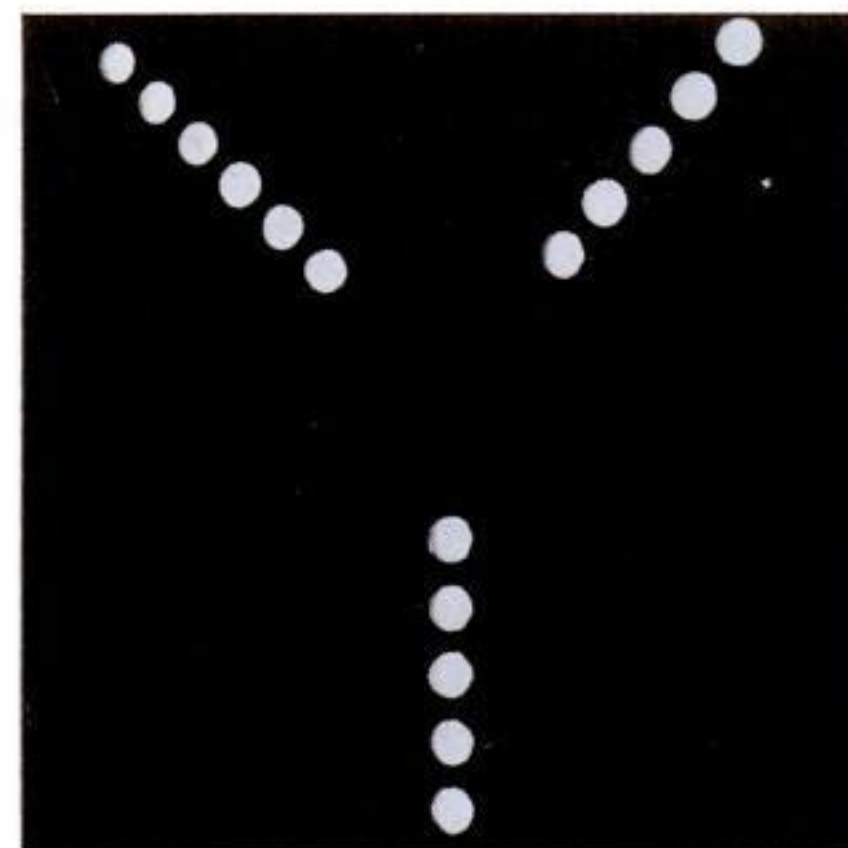
Paul Rand

BRANDY DIST. CORP., 350 FIFTH AVE., N.Y. 1, N.Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF.

Lit Up for Landing CONTINUED



DAY LANDING shows L.S.O. holding square paddles steady to signal Cougar he is too high to land. L.S.O. starts bringing in plane a half mile away.



LIGHTED BOARD is sometimes used to land planes. Pilots complain it has "no personality."



WANDS AND PIPE, both lighted, are forerunner of lighted suit. Pipe helps show pilot if deck is tilted but some L.S.O.s think wands are too cumbersome.



Priceless memories —
for the cost
of the popcorn

When friendship warms your hearth
like an open fire, don't let the fun die out.
Save those golden moments
in snapshots—for good fun now
and wonderful memories tomorrow.



*Take your camera with you everywhere—
for that's where great snapshots are*

It's so easy to save your memories instead of wishing you had. And it costs but pennies. Just get the take-your-camera habit. Take it everywhere—and use it. In the house. In the yard. On family outings. Wherever you go. Try it for a week, and you'll want to do it all your life.

New, thrifty Duo-Pak holds two rolls of Kodak Verichrome Film for black-and-white snapshots. One for your camera . . . one for a spare. In the popular sizes 620, 120, and 127.

So personal . . . photo greetings made from your own snapshot. *Order now for Christmas.*

Eastman Kodak Company
Rochester 4, N.Y.

No other bandage sticks

BAND-AID Plastic

TRADE-MARK

AMAZING "TOUCH-AND-LIFT" TEST PROVES IT:

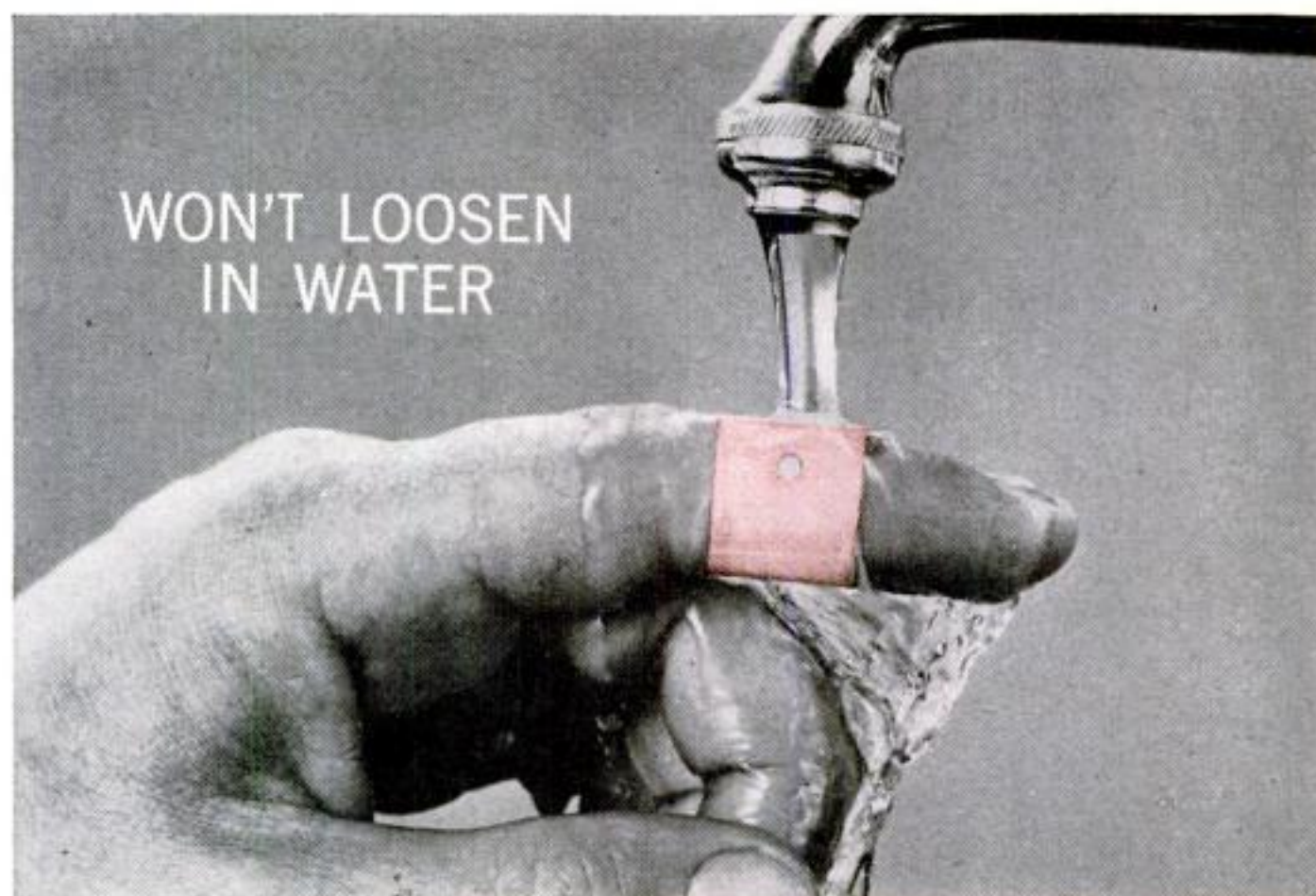
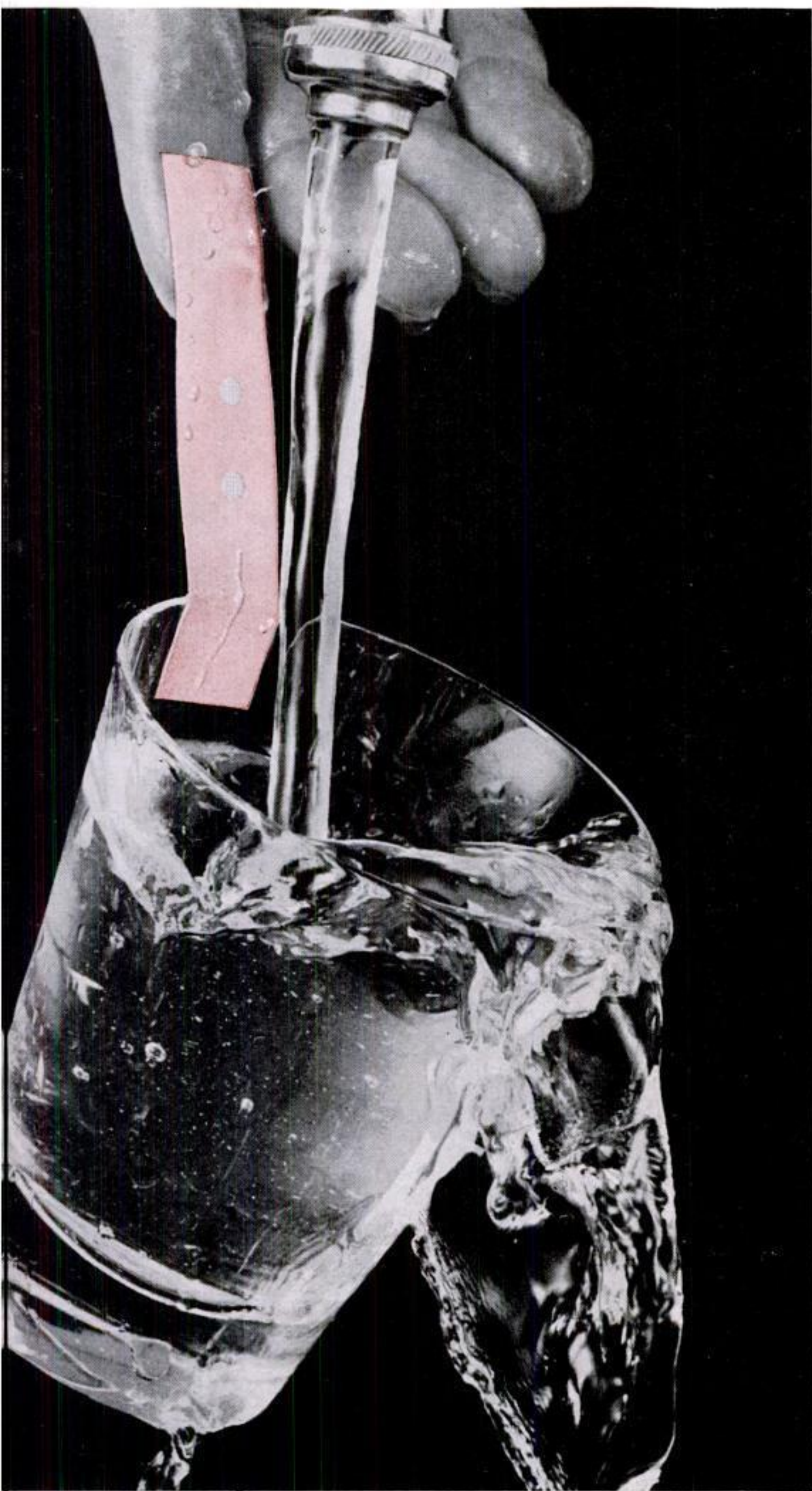


Other bandages must be pressed on. But just touch the end of a BAND-AID Plastic Strip with new "SUPER-STICK" against a glass.

It sticks at a touch! Without any pressure, it sticks so firmly you can lift the glass.

like Strips with **Super-Stick**

PATENTS PENDING



WON'T LOOSEN
IN WATER

No other bandage stays on so well—or stays so neat!

Wash it! Soak it! It won't come off or get soggy. The thin, flexible plastic fits like your skin and washes clean — gives you all-day protection.

And BAND-AID Plastic Strips are skillfully flesh-toned and textured to blend with your skin better than any other bandage.

Available with plain or Mercurochrome pads.



You can even fill the glass with water, and this new "SUPER-STICK" adhesive won't loosen.



How to have a brighter view from this position

It's tough to be laid up by an accident.

But it's ever so much tougher when worry about the *cost of an accident* clouds the outlook of a man trying to get back on his feet.


So isn't it wise to make sure that worry about money will never enter your mind, should you ever find yourself with nothing to do but stare at a traction splint?

A Travelers Modern Accident policy will pay doctor and hospital bills. It will provide money

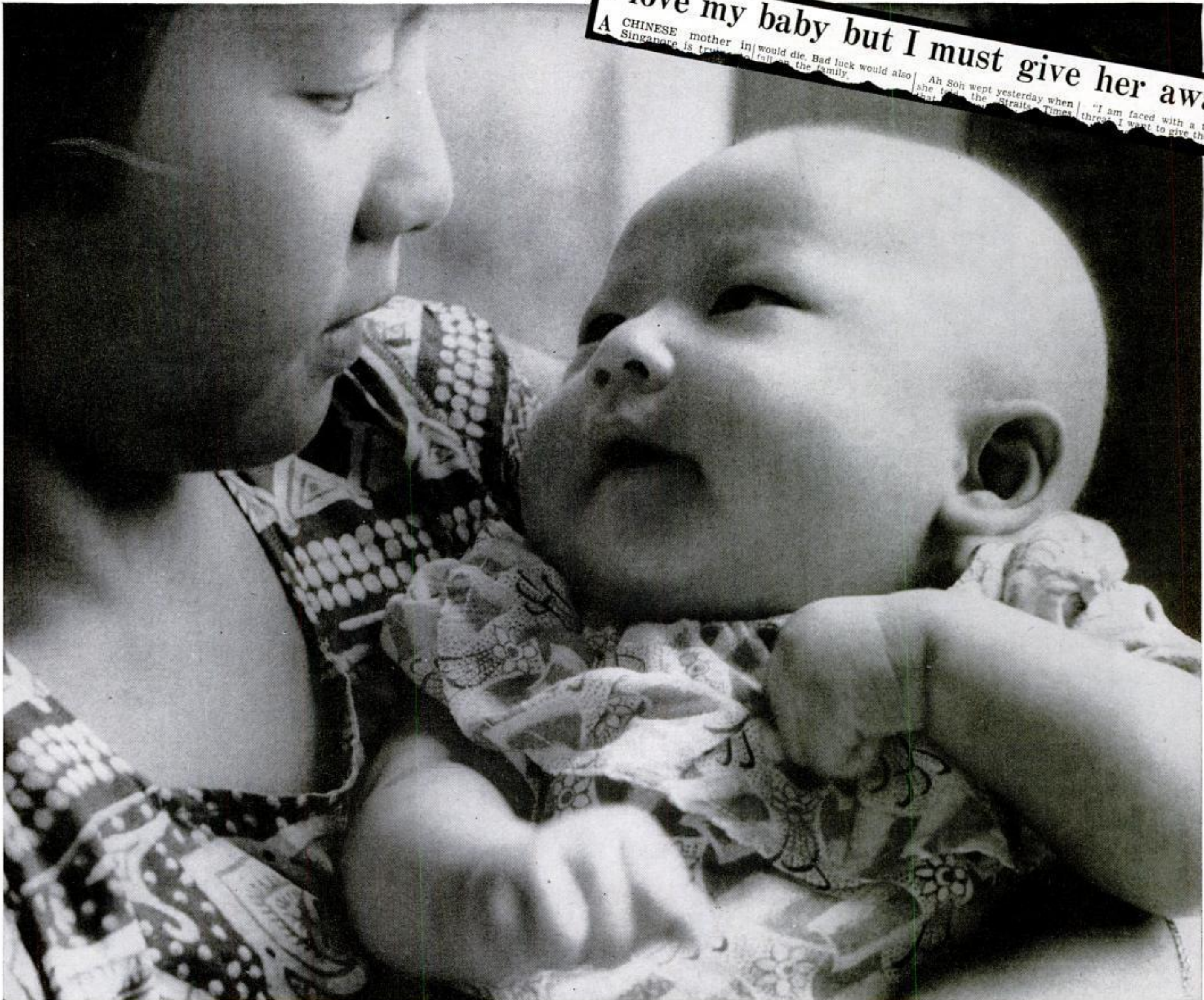
every week to take the place of the pay check that you can't bring home.

You can take a brighter view of a long convalescence—free of the fear that you'll have to spend your lifetime savings or go into debt to pay your bills.

Call your Travelers agent or broker right away—let him give you full information about this important insurance. If you don't know your local Travelers man, write and we'll send his name.

	<p>HELP YOURSELF TO SECURITY THROUGH</p> <h1>The Travelers</h1> <p>HARTFORD 15, CONNECTICUT</p>
<p>40,000 REPRESENTATIVES TO SERVE YOU FROM COAST TO COAST</p>	

I love my baby but I must give her away
 A CHINESE mother in Singapore is *travelling* in would die. Bad luck would also fall on the family. Ah Soh wept yesterday when she told the Straits Times that "I am faced with a terrible threat. I want to give the baby away."



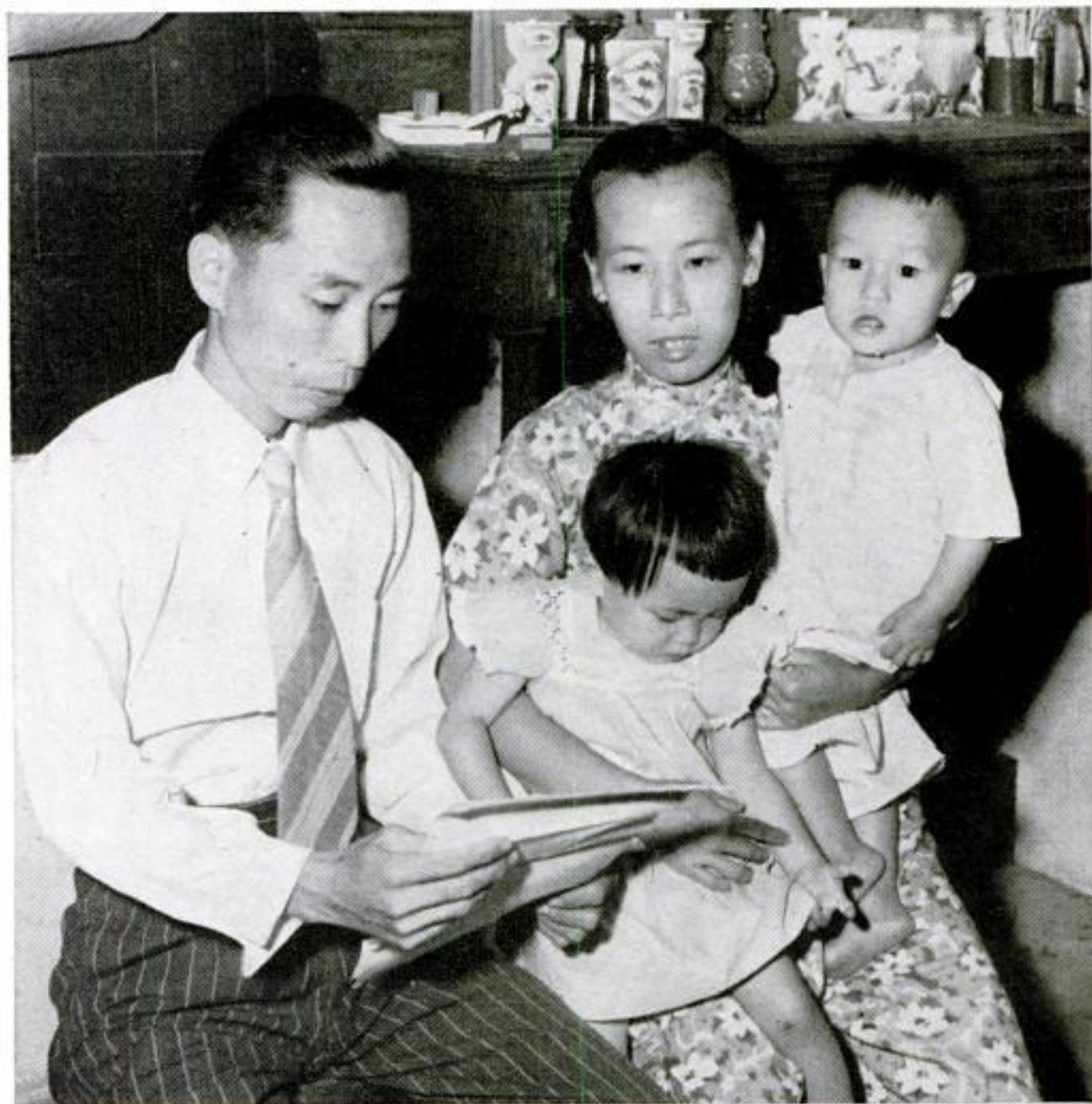
THIS PICTURE OF THIAM CHU, CUDDLED BY NEIGHBOR KATHRYN CHAN, 10, APPEARED IN SINGAPORE PAPER WITH STORY OFFERING TO GIVE HER AWAY

A BREAK FOR BABY

Given away because of 'evil' birthday, Thiam Chu seems luckier than a Singapore soothsayer said

Leong Thiam Chu became a dreadful burden to her family when she was only a month old. It was then, as is the custom in Singapore, that Thiam Chu's mother, Mistress Leong Kum Seng, visited a soothsayer, seeking portents for her newest baby's future. The fortuneteller had shocking news: Thiam Chu's birthdate, July 22, had been "an evil day"; should the Leongs try to bring her up with their older daughter and son, she would surely die and bad fortune would befall the rest of the family. For another month Mistress Leong and her electrician husband brooded fearfully under the baleful curse hanging over the family's heads.

At last Ah Soh, as Mistress Leong is known to friends, brought herself to follow the soothsayer's advice to exorcise the curse by giving the baby away. Her tearful plea to the *Straits Times* produced the headline reprinted above; it was answered the same day when a shiny limousine came to the humble Leong home and an astonishing lady bountiful stepped out. One day more and Thiam Chu had been adopted legally by such foster parents that nobody ever again could call her a bad luck baby (next page).



LEONG FAMILY are left with daughter Chew Yeow, 4 (left), and son Yew Meng, 3. Father Leong somberly reads agreement by which he gave up Thiam Chu.



THIS TAG CERTIFIES . . .

Quality Radio and TV Service ...Fair Charges!

At a *Certified QUALITY SERVICE* dealer's, you know you get quality parts, guaranteed tubes, and dependable service. You know the charges are fair and honest. *Certified QUALITY SERVICE* dealers give you a *Certified QUALITY SERVICE* tag which shows you the exact charges for the work and parts necessary to service your set.

Call a *Certified QUALITY SERVICE* Dealer . . .

He has the hard-earned technical knowledge . . . experience . . . and expensive, latest equipment so necessary for the best in radio and TV service.

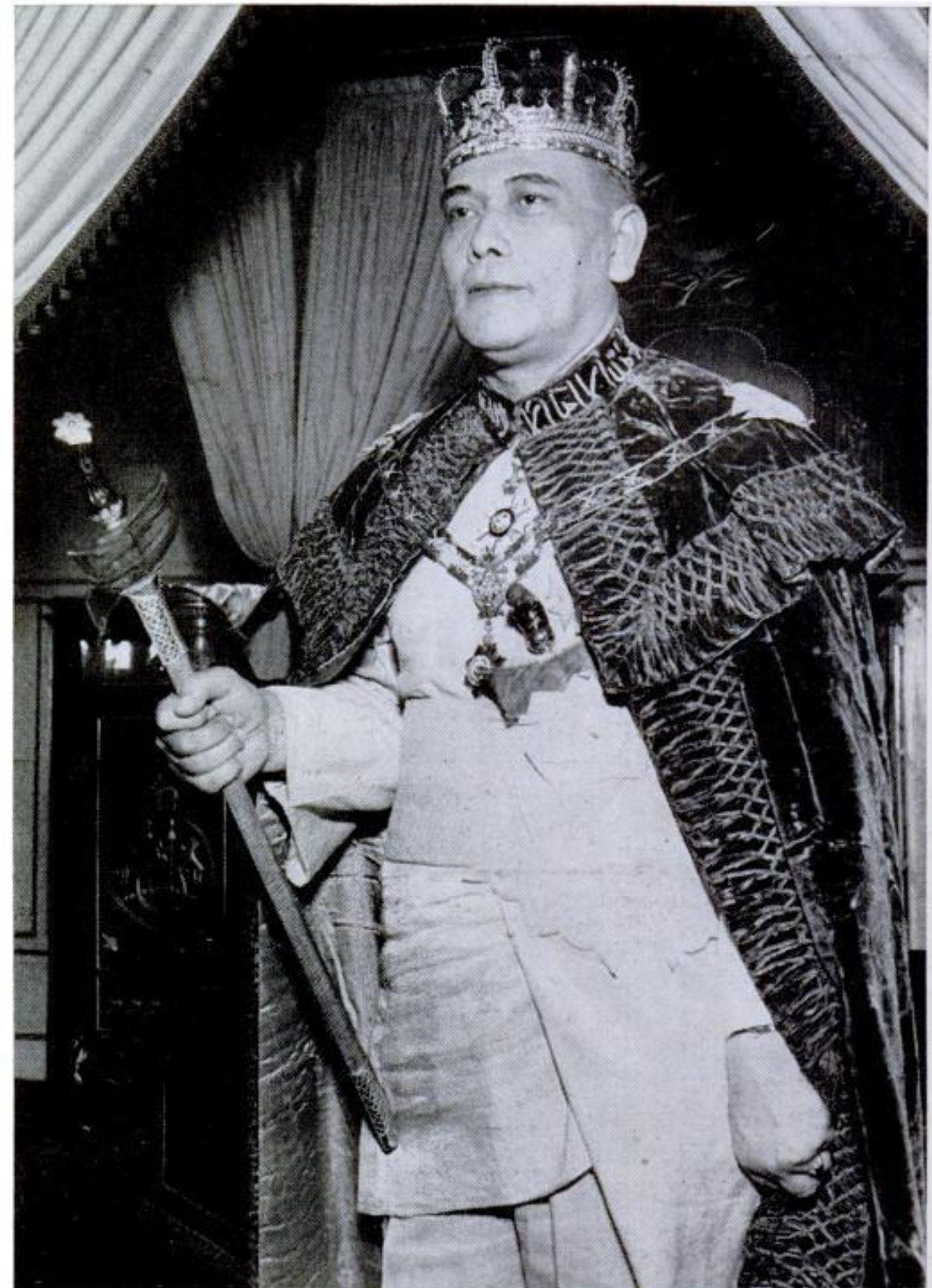
All *Certified QUALITY SERVICE* dealers display this sign.
LOOK FOR IT!



This program sponsored for your benefit by
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CBS Radio • CBS Television • Columbia Records, Inc. • CBS Laboratories • CBS-Columbia, Inc. • and CBS-Hytron



THE NEW MOTHER is a wife of the Sultan of Kelantan, a state in central Malaya. Third of the sultan's wives, Che Wan Zainab read of baby on visit to Singapore, went to see, immediately fell in love and offered adoption. Here, after adoption was agreed on, she takes Thiam Chu from real mother's arms.



SULTAN OF KELANTAN became foster father unexpectedly. His wife found baby while he was with Sultan of Johore receiving new decoration to add to those he wears here. Though saying he already has "many children," he promised baby his own name, gave father \$33 *ang pow* (good luck gift).

She wanted the right firmness in a mattress



She wanted the right comfort in a mattress



Beautyrest gives both for less than 2¢ a night!

Why settle for a mattress that just offers firmness, when you can get firmness AND comfort in a Beautyrest*? Beautyrest *resists* just enough for posture-right support . . . and *yields* just enough for sleep-inviting comfort. Only Beautyrest offers a choice of firmness: Extra-Firm or Normal-Firm. Ten-year guarantee brings \$69.50 price to less than 2¢ a night.



Why Beautyrest can't sag. In other mattresses, springs are wired together. Press down on one spring and near-by springs go down with it—caus-

ing a hollow. Not so on Beautyrest. Each of the 837 coils is *independent*—not tied together. Proof: glass won't tip even when near-by spring is pushed down. *Can't sag.*



Why Beautyrest gives best support. Note top picture: black tape is pasted along the spine of the girl on the "ordinary" mattress, with wired-together springs. Tape curves, proving spine is in uncomfortable, "hammocky" position. Now, note the bottom picture: black tape is pasted along the spine of the same girl on Beautyrest. Tape is level, proving the girl rests in level comfort.

Outlives other mattresses. In "torture tests" at the U. S. Testing Co., Beautyrest lasts two, three and four times longer than other mattresses.

New—Extra-Firm model Beautyrest

The firmness of a posture mattress with the comfort of a Beautyrest

Your Extra-Firm model Beautyrest gives you firmer support, for *less money*, than high-priced "posture" mattresses! If your doctor says you need a firm mattress, get Extra-Firm model Beautyrest. Its unique construction gives you comfort *and* firmness. If you're a regular sleeper, get the famous Normal-Firm model Beautyrest. Each \$69.50. King-size Beautyrest 80" long, \$79.50. Beautyrest Stabilized Foundation box spring, \$69.50.

Only Simmons makes
Beautyrest

*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mdse. Mart, Chicago, Ill.





FLOODLIT STATUE of St. Michael on castle looks down on diplomats. The castle was built around 136 A.D. by Emperor Hadrian to serve as his tomb.

TORCHES OVER TIBER

Lamplit party draws notables to Roman castle

For the first time in 400 years the shadowy, crenelated walls of Rome's Castel Sant' Angelo took on a dazzling brilliance a fortnight ago as the Italian government turned the onetime mausoleum and papal residence into a mammoth reception hall. The reception was in honor of visiting Greek Premier Alexander Papagos, and the castle, which customarily resounds only to the shuffle of sightseers, teemed with 950 international notables who swarmed over the red-carpeted drawbridges, climbed the ramparts lit by flaming suet pots and milled about the frescoed halls in a one-night spree that was a sumptuous, though more decorous, echo of the celebrations of the Renaissance popes.



A CHAIN OF FLAMES from more than 1,000 lamps illuminates the ramparts and drawbridges where soldiers in Renaissance costumes stand guard.

←DARK WATERS OF TIBER REFLECT LUMINOUS CASTLE



DEAR SIRs:

"By 1960 please send me these items..."

The facts in this letter are not imaginary. They merely sum up what economists predict for the United States by 1960.

To American Industries

Dear Sirs:

By 1960, please arrange to be making thirty per cent more goods than you made for me in 1950.

I expect a growth of about twenty million people in my family, the same as in the past decade. Part of my order is because of them. Part is to increase my standard of living.

If possible, arrange more leisure time for me. I do not wish to work longer hours to pay for increased purchases.

You will, of course, find me new products better than the old. You have done this in the past, but please increase your efforts.

Please tell the electrical manufacturers to be making two times as much by 1960. I am increasing particularly my purchases from them.

Very truly yours,

(signed) The American Public

What this letter calls for is clearly understood by any company or industry that has earned public good will and hopes to keep it.

Here are three moves that General Electric is accordingly making:

First, if production and leisure are to increase at the

same time, the nation's skilled man power must be used with increased effectiveness. To help create more goods to meet America's needs, General Electric is in the middle of a billion-dollar expansion program.

Second, products now on sale must do more if people are to get more for their money. Examples may help here. Engineers at General Electric have multiplied the efficiency of turbines, the light from lamps, the power of x-rays, and so on. Such engineering is and must be an always expanding program.

Third, new products must be found to make known products obsolete by comparison. To find new truths, research in America must increase. At General Electric, new research facilities and people are being added.

Here are some fields where scientists say new discoveries could make a big difference to all of us...ways to convert atomic energy into useful power...ways to store heat for later use...ways to create light from now invisible infrared rays... "fuel cells" to convert energy of gaseous combustion directly into electricity...new metals to stand higher heat (for jet engines and turbines).

October 15th marks General Electric's 75th anniversary. We start the next 75 years with greater experience, more capacity and, we hope, more efficient planning. We hesitate to look back over our shoulders at what has been developed—modern x-ray, electrically driven trains and ships, the tungsten lamp, the fluorescent lamp and such—for we are convinced that the findings of the future will be more significant.



You can put your confidence in—

GENERAL  ELECTRIC

Of course you can have the
New "Outer-Look"...with the
New Formfit "Under-Look"

Today's Outer-Look features a slim, fluid line — bust subtly rounded, midline gently nipped, hips smoothly elongated. You feel so sure of yourself in Formfit's Life Bra and Life Girdle — with the Under-Look

you need to capture this new Outer-Look!

Working together, Life Bra and Life Girdle coax your curves into line with heavenly freedom and comfort. Such a dazzling array of styles, fabrics, elastics to choose from — all tailored with Formfit's fabulous flair for beautiful fit!

At your favorite store. Life Girdle shown, \$13.50. Other styles from \$7.50.

Longline Life Bra shown, \$4.00. Other styles from \$1.25.

The Formfit Company
 Chicago, New York



For a Sweetheart of a Figure

Torches over Tiber CONTINUED



GUEST OF HONOR Papagos gets official salute as he arrives at the reception with his foreign minister, Stephanopoulos (left).



THE HOST, Italian Premier Giuseppe Pella (right), lends an ear to his predecessor, ex-Premier de Gasperi (left), as undersecretary of state looks on.



DIGNITARIES of foreign embassies mingle in the Pauline Salon, named after Pope Paul II who had room built in 1465.



I'm bringing her a better report card-

*Your Watkins Man is happy to
bring your family the vitamins and minerals
their diets may lack.*

RIGHT NOW, your family can save a lot of money on Watkins Multi-Vitamins with Minerals. Produced for you by one of America's foremost laboratories, they are presented not as medicines, not as foods... but as supplements to the normal diet. Used regularly by thousands of families whose diets Watkins Multi-Vitamins with Minerals fortify with ten important nutritive vitamins and eleven minerals all in a *single* capsule. One capsule supplies not less than the full minimum daily requirement for an adult or child. Ask your Watkins Man.



Ask Your Watkins Man also about antiseptics, cough and cold medicines that are important all during the school year. Money savers, one and all.

Watkins Products

FROM THE WATKINS LABORATORIES



FOR 85 YEARS the Watkins Man has been "the shopping center that comes to the customer's home." Today, to city and farm homes... he brings you more than 250 daily-use necessities.



A GIFT
OF RARE
BEAUTY



Grecian Vase, About Fourth Century, B. C.

WHISKEY OF RARE QUALITY

Inspired by an ancient Grecian vase, the OLD TAYLOR Grecian Decanter is truly worthy of "The Noblest Bourbon of Them All." Of rare beauty, it symbolizes the precious bonded bourbon it contains, and the promise of pleasure to come. It is yours to give with pride or receive with pleasure, and costs no more than the standard OLD TAYLOR bottle.

OLD TAYLOR
IN THE GRECIAN DECANTER



OLD TAYLOR is available in the standard bottle and in the Grecian Decanter where regulations permit. The price is the same for each.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD TAYLOR DISTILLERY CO., FRANKFORT, KY.

High School Girls Help Hospital

'JUGS' SOLVE NURSE SHORTAGE

Three years ago, with pride and promise, the townspeople of Akron, Colo. (pop. 1,750) dedicated their 22-bed Washington County Public Hospital, only to find themselves up against a problem that bothers older and larger hospitals, a shortage of nurses. Today the problem has been solved for Akron, thanks to a group of high school students who go by the club name of JUGS (Just Us Girls). After school and on weekends 40 girls of Akron High pitch in, under professional direction, to perform chores which free the hospital's graduate nurses for more essential duties.

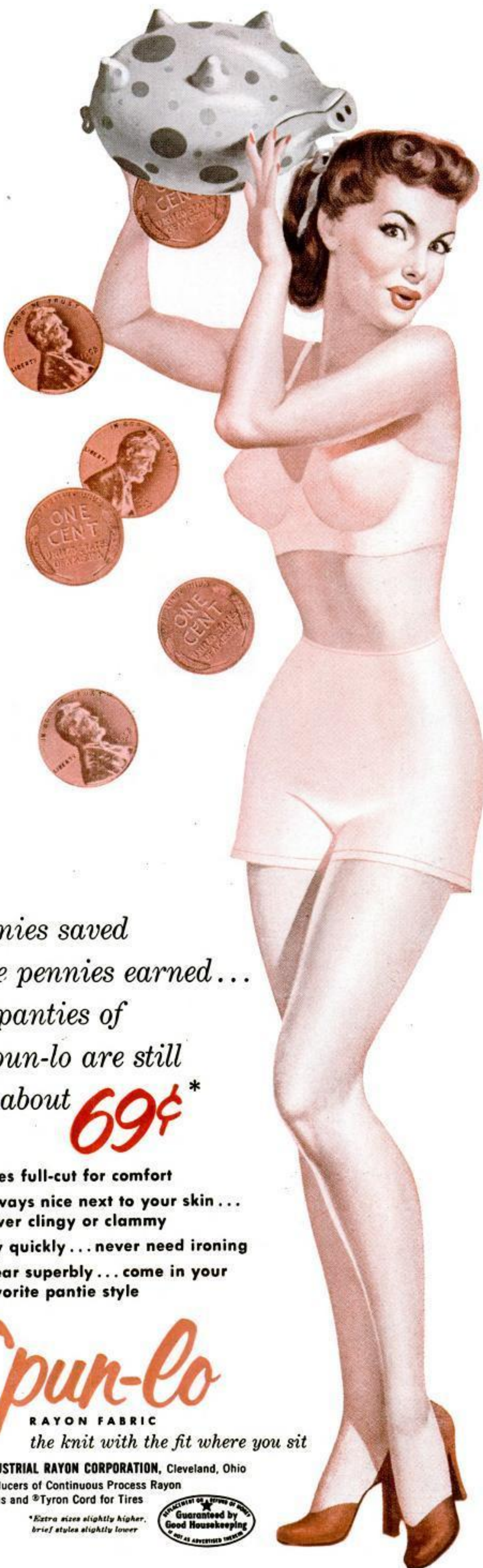
From general training the JUGS go on to specialize as nurses' aides, laboratory aides, office workers and occupational therapists. As much at home in the hospital as most girls are at a drugstore soda fountain, the JUGS, in helping the hospital solve its service problem, have also found a way of exploring a profession. Five already have gone on to pre-nursing courses in college. Impressed by the JUGS' performance, the Colorado Medical Society has set about organizing a statewide network of JUGS.

SERENADE FOR A PATIENT brings four JUGS to the hospital room of Tom Collins to help him celebrate his 80th birthday with cake and choral effects.



FUND-RAISING SHOW was put on by JUGS to pay for decorating their recreation quarters in a made-over storeroom. A star was Lea Leshner doing tap dance.





*pennies saved
are pennies earned...
and panties of
Spun-lo are still
only about **69¢****

- ★ Sizes full-cut for comfort
- ★ Always nice next to your skin... never clingy or clammy
- ★ Dry quickly... never need ironing
- ★ Wear superbly... come in your favorite pantie style

Spun-lo
RAYON FABRIC
the knit with the fit where you sit

INDUSTRIAL RAYON CORPORATION, Cleveland, Ohio
Producers of Continuous Process Rayon
Yarns and Tyron Cord for Tires

*Extra sizes slightly higher,
brief styles slightly lower

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREON

JUGS CONTINUED



AS NURSE'S AIDE, Lea Leshner comforts youngster with earache. Says hospital chief, "These JUGS make kids feel at ease as none of us can do."



AS STUDENTS of orthopedic methods, JUGS watch cast being put on broken leg. Nurse helping the doctor is Mrs. Emaline Moots, mother of three JUGS.



AS DIETITIAN'S AIDE, Joyce Axtell feeds Mrs. Charlotta Jewett, 80, from tray which she herself prepared and brought up from hospital kitchen.

CONTINUED ON PAGE 81

Taste Libby's

quick-packed in Hawaii

Taste the fresh difference in

Libby's pineapple — **quick-packed** when
it's golden-ripe and sweet with
juice on Libby's own Hawaiian plantations.

Treat your family to **Libby's** today!



Libby, McNeill & Libby, Honolulu, Hawaii

Jeanne Crain
starring in 20th Century-Fox's
"DANGEROUS
CROSSING"



JEANNE CRAIN says, "Yes, I use Lustre-Creme Shampoo." In fact, in a mere two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



Glamour-made-easy! Never was hair care easier or more rewarding. In hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves hair soft and fragrant, gleaming-bright, free of loose dandruff.

Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.

Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinses!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to \$2 in jars or tubes.

. . . and thrilling news for users of liquid shampoos! Lustre-Creme Shampoo now available also in new Lotion Form, 30¢ to \$1.00.





RECEIVING HER CAP, a symbol of 100 hours of service, Lea Lesh appears before fellow JUGS and hospital auxiliary in candlelight ceremony.



TAKING THE SUN in mid-afternoon, group of JUGS relaxes on roof. Several times JUGS have been called in for emergency help in car accidents, fires.

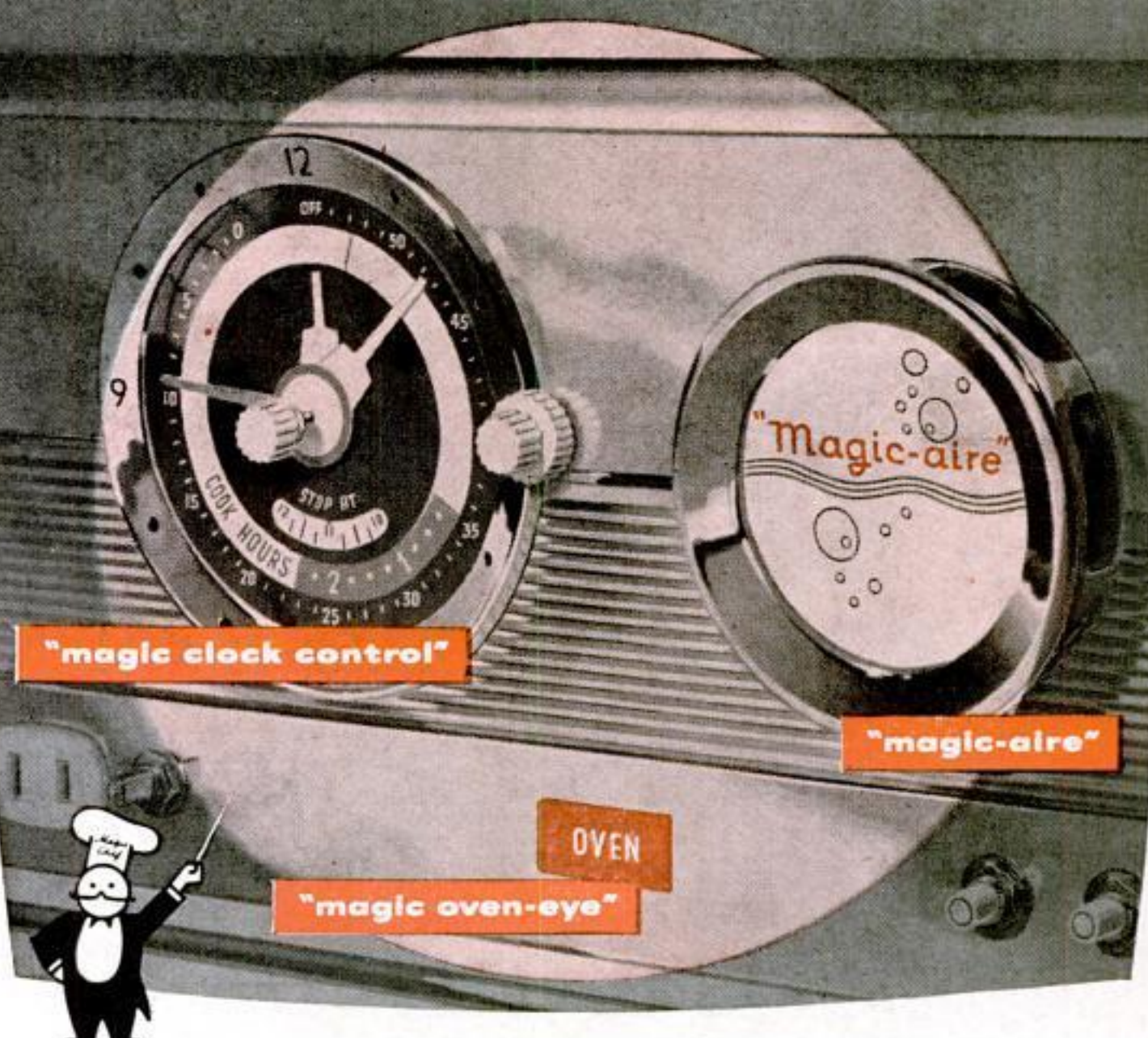


LINING UP at hospital entrance, JUGS gather before departure of Edna Stephenson (foreground) for college, where she will take prenursing course.

there's
COOKING MAGIC
in
the
new



Magic Chef
GAS RANGE



Only *Magic Chef* gives you all these exclusive features that make your cooking tasks easier. The "magic oven-eye" takes the guesswork out of oven pre-heating, tells you when your oven's ready . . . "magic clock control" starts and stops your cooking automatically. And, when cooking's done, the "magic-air" deodorizing lamp helps destroy kitchen odors, keeps air sweet and clean. Put "cooking freedom" in your kitchen with a *Magic Chef* gas range. Visit your *Magic Chef* dealer today.

see **DAVE GARROWAY** demonstrate
these features Monday Morning on TV—"today"

more women cook on *Magic Chef* than on any other range

MAGIC CHEF, INC. • SAINT LOUIS 10, MISSOURI



Does your old stove have these
MODERN COOKING FEATURES?

"Change Your Range"

change to a new *Magic Chef* gas range
during "Old Stove Round Up" Time!

AMF Junior brings you the biggest values on wheels

and the happiest kids on the block

More of all three—play value, riding ease, lasting good looks. That's what AMF brings your child in JUNIOR trikes and sidewalk bikes. And comparison will prove—nowhere will so few dollars buy so much enjoyment. There are JUNIORS for youngsters from one to seven. See them all at your dealer's.



JUNIOR "JET" TRIKE. The "Spaceman's Special." "Rocket" knuckle guards, streamers and step plate. Big, semi-pneumatic tires. Ball bearing front, Chrysler Oilite bearing rear wheels.



JUNIOR ROADMASTER SIDEWALK BIKE.

A convertible, 2 bikes in 1! Features removable cross bar—bike is quickly convertible to either boy's or girl's model. Removable and adjustable training wheels make learning easy. "Jet" knuckle guards. Semi-pneumatic puncture proof tires. Chrysler Oilite bearings.



Amf products
ARE BETTER...by design
AMERICAN MACHINE & FOUNDRY COMPANY



Write for new folder—

"How to Choose The Right Velocipede For Your Child."
Address, AMF-Junior, 219 Marble St., Hammond, Indiana.



NAMING PROBLEM was solved by calling baby Honest Abe to discourage kleptomaniac tendencies.

COMIC STRIP DOLLS

Yokum's baby is latest in a successful series

While sociologists have been closely watching the postwar bumper crop of American babies, U.S. toy manufacturers have been keeping a sharp eye on the equally big bumper crop of comic strip babies. In 1947 when Gravel Gertie and B.O. Plenty of *Dick Tracy* had a baby girl named Sparkle Plenty, the toy company that marketed a doll version of the child made \$6 million and started a trend. The past six years, which produced 12 major comic strip babies, has brought on eight comic strip baby dolls (p. 86). Last week when Li'l Abner Yokum of Dogpatch finally discovered his baby was a boy and called him Honest Abe, a shiny plastic version of Abe (below), was already selling for \$2.98.



HONEST ABE DOLL, most inexpensive comic strip baby model so far, is expected to outstrip previous record of \$7 million in sales by Bonny Braids doll.

CONTINUED ON PAGE 85

WIN! \$35,000.00 IN CASH PRIZES

IN THE **NESCAFÉ**® INSTANT COFFEE "JACKIE GLEASON JINGLE CONTEST"!

LOOK FOR
THIS DISPLAY
AT YOUR
GROCER'S!

JACKIE GLEASON says -

"Mmm-BOY! New NESCAFÉ IS GOOD COFFEE!"

FINISH JACKIE'S JINGLE

"There's no other coffee today
As good as the new Nescafé
Its flavor beats ground
Saves money per pound

.....!"

\$10,000.00 CASH

GRAND
PRIZE



5 SECOND PRIZES \$1000.00 EACH

100 THIRD PRIZES \$100.00 EACH

1000 ADDITIONAL PRIZES \$10.00 EACH

1106 Valuable Prizes in All

FOR WINNING LAST LINES!

FREE ENTRY BLANK-CLIP TODAY!

WATCH!

"Mr. Saturday Night" Himself
Every Saturday Night on the
JACKIE GLEASON SHOW for
NESCAFÉ—CBS-TV NETWORK
(See your local paper
for time and station)



EASY! FUN!
HERE'S ALL
YOU DO -

Drink New NESCAFÉ
Instant Coffee To Help You
Get Ideas For Winning
"LAST LINES!"



READ Jackie's jingle above several times. Memorize it, so the words and rhythm are firmly fixed in your mind. (This will help you think up winning ideas even while you're working around the house.) Then, simply write your own last line to the jingle, making sure it rhymes with "today" and "Nescafé". A sample line would be: "It's made the new 'Jet Process' way!" But you can think of many more than that. So get Nescafé and start right in today. Just a few minutes' time may win you CRISP, CRINKLY CASH!

NOW, by the magic of a new "jet process"—pure coffee is exploded into millions of rich gems of Nescafé 100% Pure Instant Coffee. Gems so extra coffee-rich, so flavor-packed with pure coffee goodness, that cup after cup you actually enjoy richer, heartier flavor than any ground coffee gives you! Yes, guaranteed *better* flavor, or your money back! Enjoy this first of all instant coffees to taste so delicious, so satisfying in every way! And save up to 25¢ a pound over ground coffee, by drinking new Nescafé 100% Pure Instant Coffee!

Governmental regulations.

1. Write a last line to the jingle appearing elsewhere in this advertisement, making sure the last word in your line rhymes with the words "today" and "Nescafé". Use entry blank at right, or plain paper, or get free entry blank at your dealer. Be sure to print your name and address and your dealer's name and address on entry. Print your name and address on envelope as well.

2. Send in as many entries as you wish to NESCAFÉ—JACKIE GLEASON JINGLE CONTEST, P. O. BOX 90, NEW YORK 46, N. Y. Each entry must be accompanied by the complete paper inner seal used to seal the top of either size jar of Nescafé Instant Coffee. Be sure to use adequate postage.

3. Prizes consist of a \$10,000 Cash Grand Prize, and 1105 other cash prizes as listed elsewhere in this advertisement. All entries will be judged by The Reuben H. Donnelley Corporation on the basis of sincerity, originality and aptness of the thoughts conveyed by the last line of the jingle. No extra consideration given to fancy entries. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants, submitted in their own names. All members of a family may compete, but only one prize will be awarded to a family. All entries become the property of The Nestlé Company, Inc., and will not be returned. Contest is subject to

4. All entries must be postmarked on or before midnight, November 15, 1953. Anyone in the 48 United States and District of Columbia may enter except employees of The Nestlé Company, Inc., its subsidiary and associated companies, its advertising agencies, and members of their immediate families.

5. All winners will be notified by mail. Complete list of winners will be sent to all entrants upon completion of contest.

© 1953, The Nestlé Company, Inc.

NESCAFÉ—JACKIE GLEASON JINGLE CONTEST
P. O. BOX 90, NEW YORK 46, NEW YORK

Here is my entry. I enclose 1 complete paper inner seal used to seal the top of either size jar of Nescafé Instant Coffee.

"There's no other coffee today
As good as the new Nescafé
Its flavor beats ground
Saves money per pound

(PRINT YOUR LAST LINE HERE)

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

MY DEALER WHO ASSISTED ME IS:

NAME.....

ADDRESS.....

IMPORTANT: BE SURE TO LIST DEALER INFORMATION ABOVE.
CONTEST CLOSING NOVEMBER 15, 1953

L

Follow
These
Easy
Contest
Rules

When you start driving home

Acid Action starts to attack your engine!

Whether the trip home from the fair grounds is five miles or fifty, it makes little difference in the amount of wear in your car's engine. For the major cause of engine wear occurs between the time when it is started "cold," and when it is fully warmed up.

You see, every time you start a cold engine, partially burned gasoline and moisture unite to form acids which immediately go to work on the cold cylinder walls and other engine parts. And it is this acid action—not friction—that accounts for most engine wear.

Actually, with today's frequent stopping and starting, *one mile in every three is an acid-action mile.*

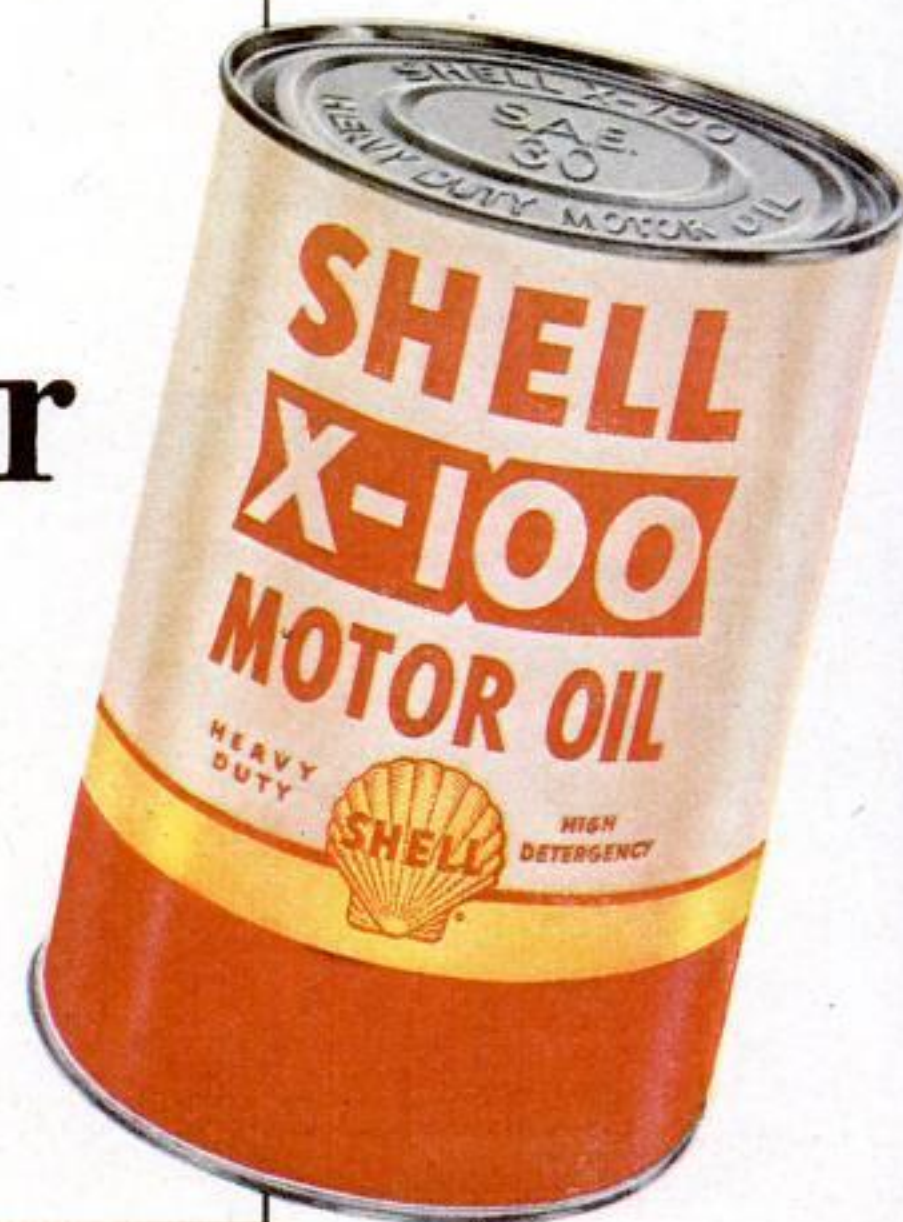
Shell X-100 Motor Oil has long countered

this major cause of engine wear with alkaline "X" safety factors added to neutralize acids formed during the engine warm-up time. Now Shell X-100 has almost twice the amount of these "X" safety factors. Now Shell X-100 stops acid action. Moreover, it contains extra cleansing factors, which prevent deposits from fouling hydraulic valve lifters and other vital parts.

At your next oil change, try this heavy duty, high detergency, premium motor oil. Let your Shell Dealer refill your crankcase with Shell X-100. It's incomparable.



Shell X-100 Stops the Major Cause of Engine Wear





RIVAL DOLLS, based on comic strip babies at prices ranging from \$4.95 to \$14.95, have many special sales gimmicks. Ricky Jr. (*top, left*) wets his pants

and feeds from a baby bottle. Joan Palooka (*bottom, right*) smells permanently of baby powder. To see dolls matched with comic strip characters, turn the page.



Figure Control Begins with an Accurate Bathroom Scale

Gown by Cecil Chapman



*Denver west, 50c higher
Available in Canada

Weight-watching's easy, if you can trust your scale. And now there's a scale you can *always* believe... the BORG. No more guessing. Gain or lose even a single pound, you see it at once in your BORG... always know *exactly* what you weigh!

This scale's made like a fine watch... *guaranteed* for life under a Service Warranty. Slim, featherlight, beautiful... big, easy-reading dial. No other scale is made like a BORG. Colors or chrome, only \$7.95* to \$11.95*. Why guess at your weight, when a BORG costs so little?

You can believe your



A Borg-Erickson product

Comic Strip Dolls CONTINUED



RICKY JR.

The son of Lucille Ball in the comic strip version of *I Love Lucy* TV show was born in 1953.



JOAN PALOOKA

Her father, Joe Palooka, K.O.'d an opponent early so he could be at hospital for her birth.



BONNY BRAIDS

Daughter, born to Dick Tracy and Tess Trueheart in 1951, arrived after 20-year romance.



SPARKLE PLENTY

Birth of daughter to Gravel Gertie and B. O. Plenty tripled fan mail of *Dick Tracy* in 1947.



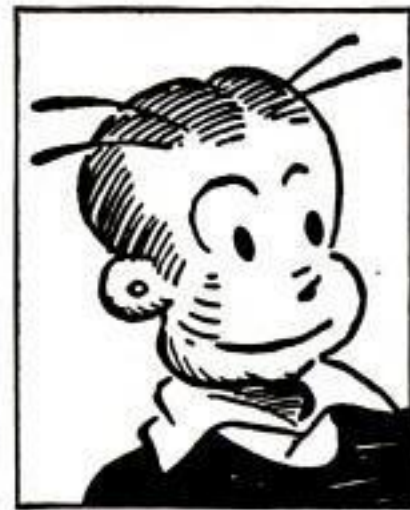
COOKIE

Daughter of Dagwood and Blondie, born in 1941, was first strip baby doll on the market.



ALEXANDER

Born to Blondie and Dagwood years before his sister, he did not become doll till 1947.



CLOVIA

Daughter of Nina Waller and Skeeze in *Gasoline Alley* was born in a taxicab in 1949.





LORD ELGIN DUNCAN Smart round in 14K gold. 18K gold dial figures. 21 jewels. \$100

LADY ELGIN BLOSSOM Exquisite triangular ends, lovely face. 21-jewel movement. \$71.50

LORD ELGIN PRENTICE Unique dial effect carries through case. Wine suede strap. 21 jewels. \$71.50

DAYBROOK Alternate end ruffles set off smart case. Hadley expansion bracelet. 19 jewels. \$71.50

AMHERST Manly look follows through clean-cut dial. High crystal. 19 jewels. \$57.50

NANCY Stylish ends emphasize exquisite look. Hadley expansion bracelet. 17 jewels. \$39.75

Take Christmas into your hands now with Elgin's heart that never breaks

LIKE THE SMART shopper who visits her jeweler's now, you can take Christmas into your hands... a Christmas as lovely as a Lady Elgin Watch.

For, as you'll see, a 21-jewel Lady Elgin touches the heart when it touches your hand. You'll know instantly it's the gift you really want.

Moreover, like the 21-jewel Lord Elgin, it has the heart that never breaks—Elgin's *guaranteed* unbreakable DuraPower Mainspring. It will keep a Lady Elgin unbelievably faithful year after year.

Remember, more than 50 million Elgins give this watch its *individual* brilliance...brilliance as bright as the stars it is timed with, by Elgin's own astronomical observatory.

Since you started reading this message, Christmas is 60 seconds closer...not one minute too soon to visit your jeweler's and pick your Christmas Elgin. And while you're there, why not reserve a 21-jewel Lord Elgin Watch for him? Elgin National Watch Company, Elgin, Illinois.



Only Elgin has the heart that never breaks, the *guaranteed* DuraPower Mainspring.

ELGIN

WATCHES

The Beautiful Way to Tell Time

LADY ELGIN MARTHA

Unusual diamond shaped indentations at each end accent the exquisite case, lovely face. Hadley expansion bracelet. 21 jewels. \$89.50

All prices include Federal Tax and are subject to change without notice.

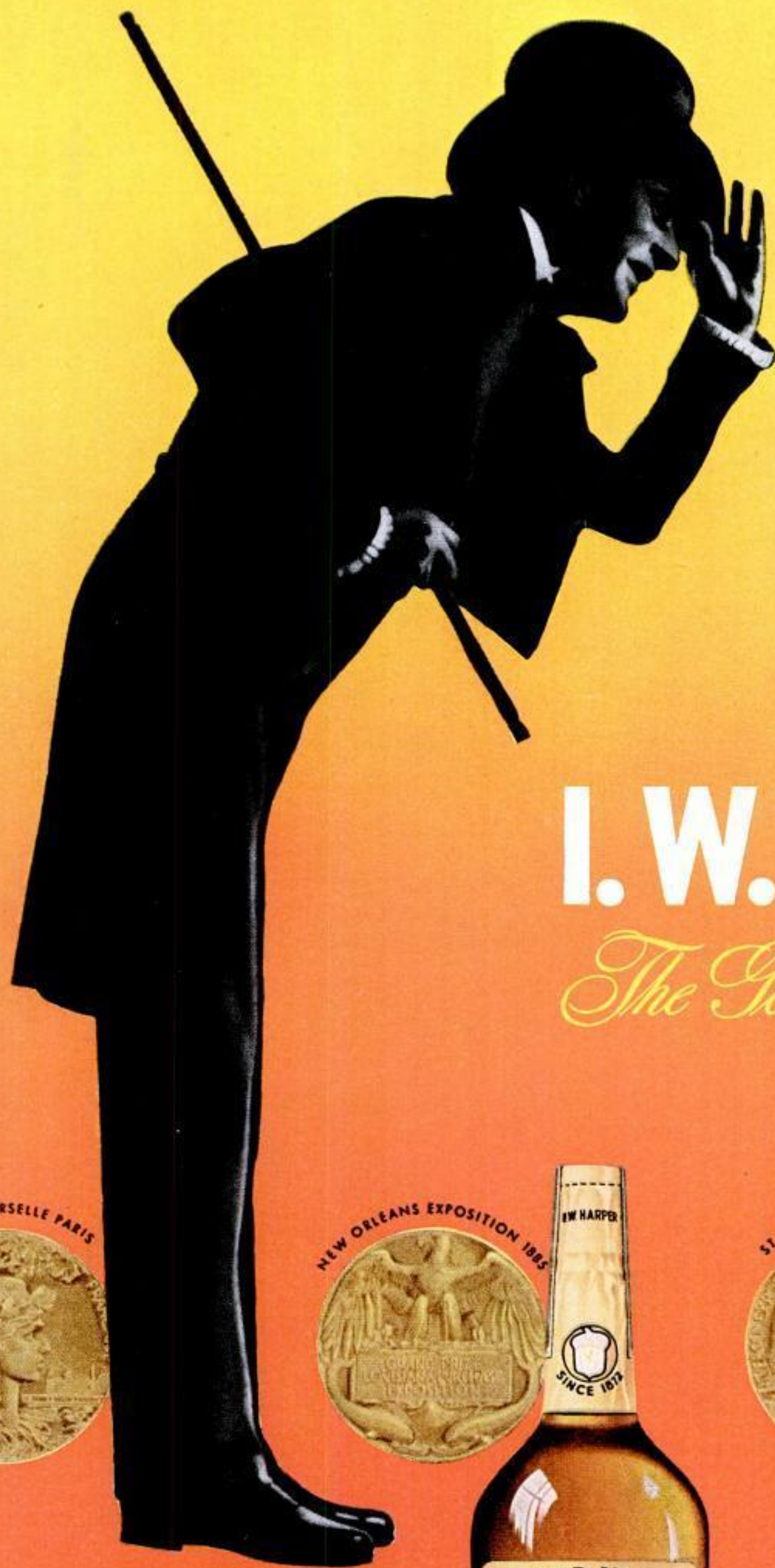




*...may I suggest
you enjoy
the finest whiskey
that money can buy...*

Today...there's only one Prized Bottled in Bond—

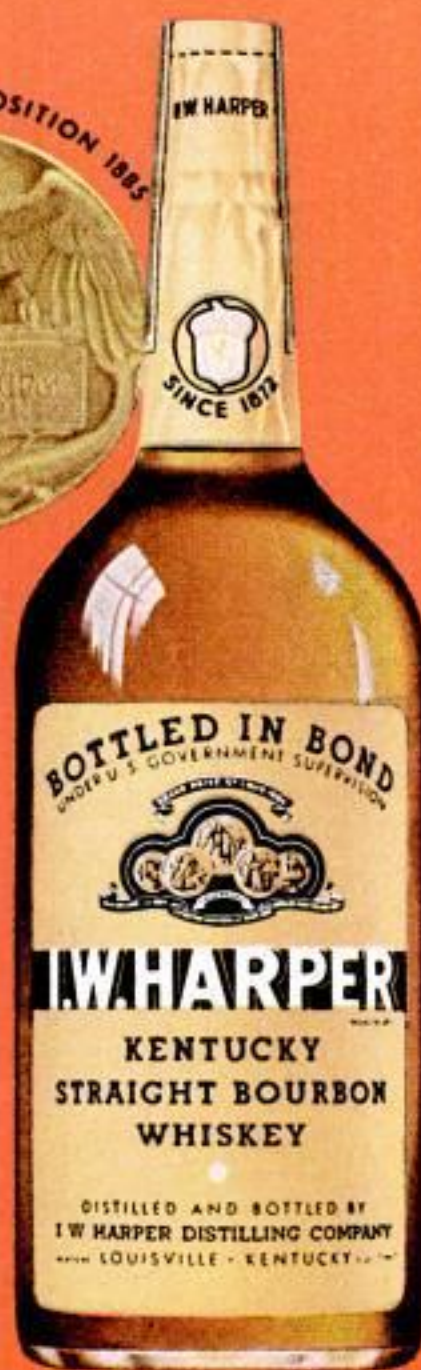
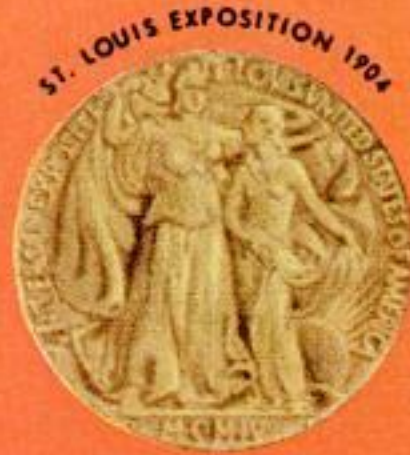
I.W. HARPER



... it's always
a pleasure
to drink . . . to serve

I.W. HARPER

The Gold Medal Whiskey since 1872



THE *Prized* BOTTLED IN BOND
KENTUCKY STRAIGHT *Bourbon*

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

THE WORLD WE LIVE IN: PART VI

THE AGE OF MAMMALS

And God made the beast of the earth after his kind and cattle after their kind . . . and God saw that it was good. . . .

GENESIS 1:25

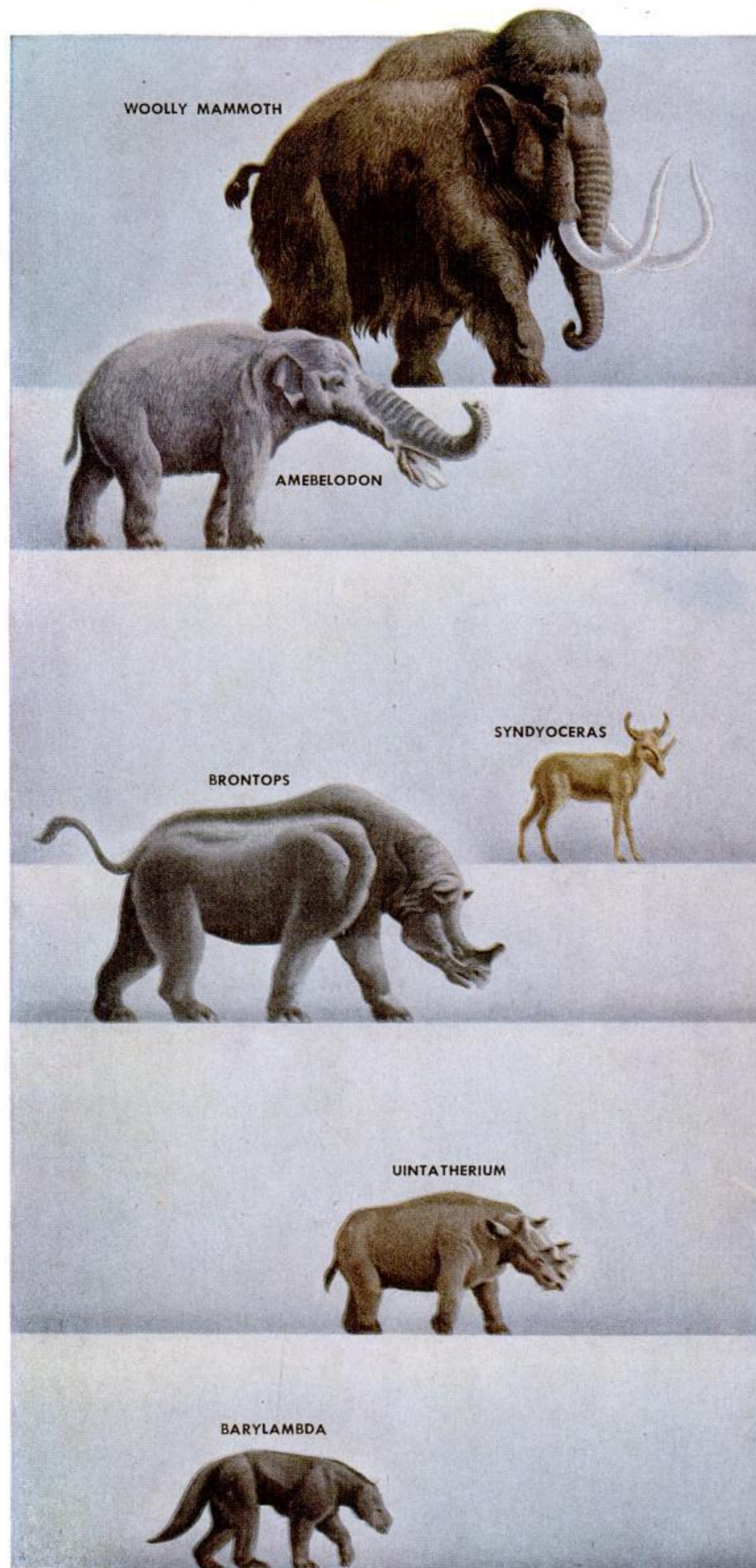
DURING 100 million years of the Mesozoic era when dinosaurs ruled the earth, a group of small and timorous creatures dwelt furtively amid the shadows of the swamplands and sought safety in the high branches of the softwood forests. Lowly in origin but unique in their endowments, they represented a new class of animals: the mammals, warm-blooded vertebrates that bore their young alive and gave them milk in infancy. Never numerous—they have brought to the modern world only 3,500 species as against 8,600 bird species and 800,000 species of insects—they now encompass the largest and most intelligent of all terrestrial fauna. Headed and transcended by *Homo sapiens*, their most creative and destructive protagonist, they are the dominant form of life on the planet Earth today.

Beholding the bewildering diversity of living things that populate the lands and waters of the world, man has uneasily recognized both his basic spiritual differences from other creatures and his kinship with them. Since the dawn of reason he has repeatedly defined and redefined himself both as a participant and spectator in the pageant of life. The Greeks saw man as a rational animal, set apart from the lower orders by the uniqueness of his intellectual faculties. In the Christian view man is both flesh and spirit. To the modern naturalist he is "*Homo faber*"—a tool-making animal. To the psychologist he is a talking animal, capable of feeling guilt. But to the evolutionist man is essentially a mammal with an oversized brain.

This specialized organ, seat of the peculiarly human attribute of reason, is a heritage from the ancient past, born of the uncompromising demands imposed on man's remote forebears in their fight for survival during the tyranny of the dinosaurs. Unlike the reptiles, which abandoned their young to circumstance, the mammals cared for their offspring in infancy, providing them with a period of education and experience. Those with the highest capacity for learning emerged best equipped for the struggle to survive. Hence, through natural selection, the mammalian brain enlarged rapidly—especially the cerebral hemispheres which are the centers of memory and intelligence. Moreover, unlike the dinosaurs, the mammals were endowed with heat control and an even body temperature and could resist climatic variations and sustain physical effort over longer periods of time. Activity, directed by intelligence, was the touchstone of mammalian success.

So for many millions of years the mammals lived in perilous coexistence with the dinosaurs. While their fossil record is scant, four groups of primitive mammals have been identified as early as the Jurassic period, 165 million years ago; all of these must have descended from ancestral forms which evolved from therapsid reptiles in the late Triassic ("The Pageant of Life," *LIFE*, Sept. 7). It was not until the Cretaceous period, however, that the mammalian line began to burgeon. And then, with what seems from our remote point of time incredible swiftness, the dinosaurs died and the shy and humble mammals came into a great inheritance—the entire face of the land.

The period of time since the mammals took over the earth is called the Cenozoic era. It is divided into seven epochs beginning with the Paleocene, 75 million years ago, and coming down to the Recent, which is the epoch in which we now live. The story of the mammals during all these periods but the last, which we see around us, is depicted chronologically in the painting shown in sections on the following pages, as it has been deciphered from the bone beds of America's West. It differs from the other chapters of evolutionary history only in that it has not ended. The climax of the story—the ultimate fate of the mammals—lies in the unknowable void of the future.



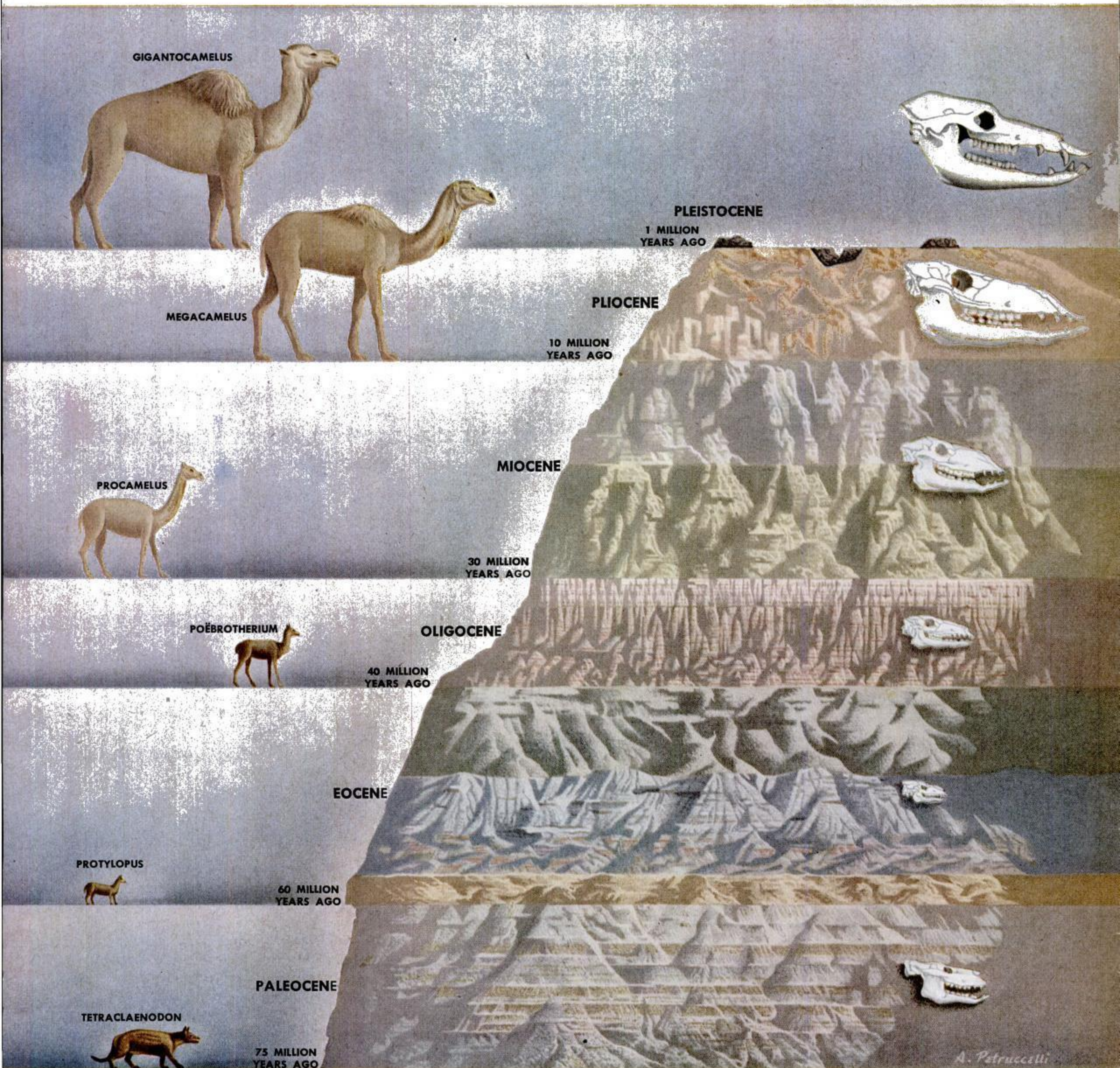
DOMINANT ANIMALS of the Cenozoic era are shown above in chronological order (bottom to top) as they appeared epoch after epoch in successive strata of rock (see chart at right) representing the times in which they lived and died.

Text by LINCOLN BARNETT

Illustrations by RUDOLPH F. ZALLINGER

From furtive creatures hiding in the gloom of ancient reptile-ridden forests evolved the vigorous and intelligent animals that dominate the earth today

CHART BY ANTONIO PETRUCELLI



CAMEL'S PROGRESS as reconstructed (above) from skulls (right) found in superimposed layers of rock is traced through six epochs of Cenozoic time. Beginning with a primitive herbivore of the Paleocene (lowest stratum), camels

continued to evolve in western America until they mysteriously died after the Pleistocene (dark brown ridges and valley at top). In the Old World camels have survived into the seventh Cenozoic epoch, the Recent, in which we live.

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PSITTACOTHERIUM
PLESIADAPIS

BOA CONSTRICTOR TAENIOLABIS

PLANETETHERIUM

ALLIGATOR PLANETETHERIUM
PRODIACODON SOFT-SHELLED TURTLE

SIX EPOCHS IN THE U.S.

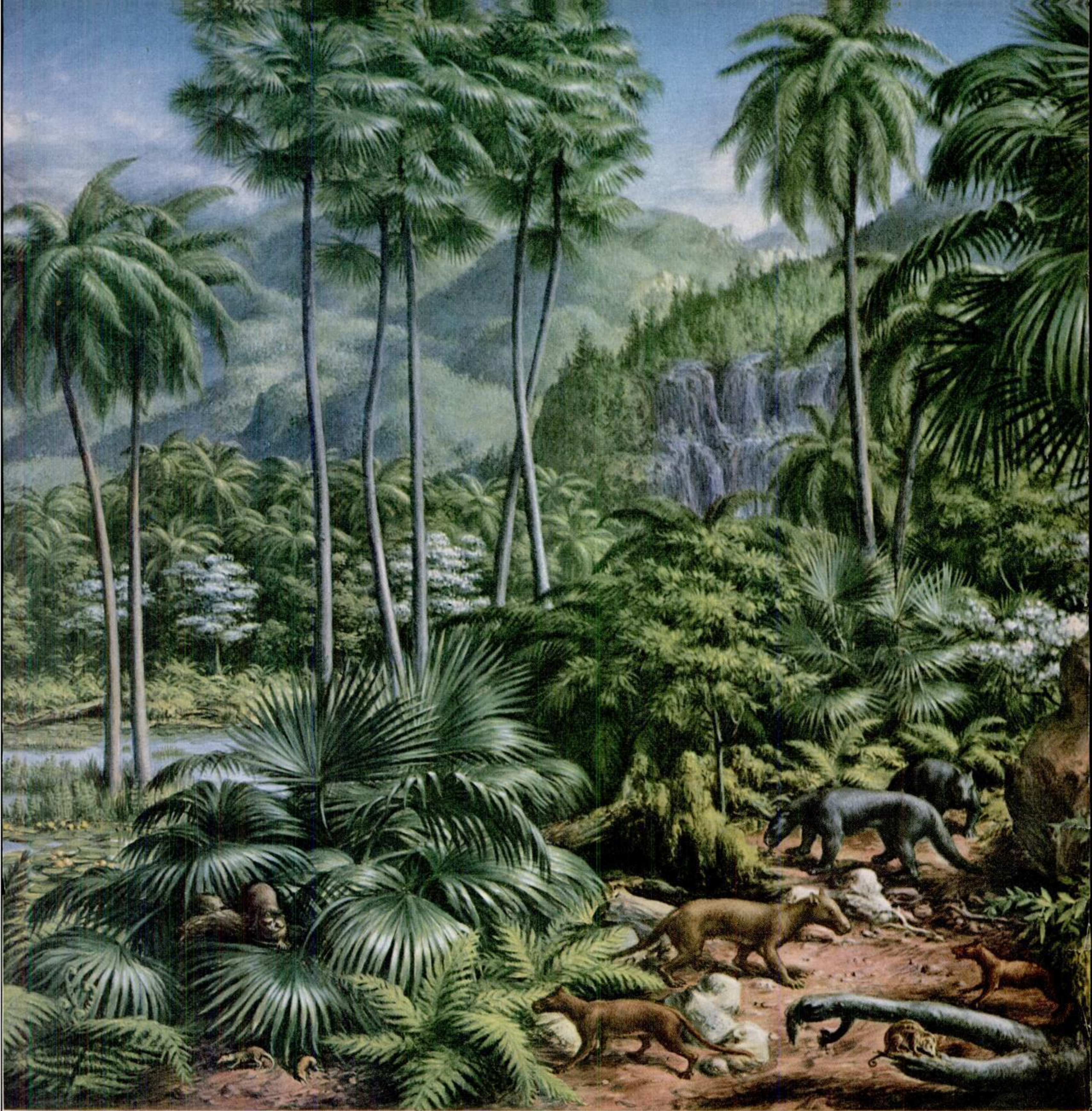
EARLY MORNING OF THE MAMMALS' REIGN

NEVER since the first sea creatures crawled from Devonian waters onto the margins of the land had the earth seemed so desolate of life as at the dawn of the Paleocene epoch. Of the mighty dynasty of reptiles only a few minor strains survived: alligators, turtles, boa constrictors. And the mammals that had clung to existence in the shadow of the dinosaurs were uniformly small and sequestered. Once again the land lay waiting for the leitmotiv of evolution—the recurring growth

of large animals from small ones and specialized from primitive forms.

In western America, which is depicted here, the shallow sea that had covered most of the great plains withdrew and the Rockies arose. The climate remained bland. Subtropical plants—figs, breadfruit, palmettos—bloomed across the lowlands. Onto their moist, warm expanses, almost doubled in size by the recession of the inland waters, there deployed the small advance guard of the mammals, freed now by the death of the dinosaurs to descend from the trees, where most of them had lived, and seek new ways of life on the ground.

Among the first of these were a few small insect-eaters, insignificant in stature but vastly important in the evolutionary story, for they were the basic stock from which all true modern mammals would later evolve. Their prototype was *Prodiacodon*, a primitive hedgehog; more



LOXOLOPHUS
PALAEORYCTES

TETRACLAENODON

PANTOLAMBDA

BARYLAMBDA
THYLACODON

MIOCLAENUS

specialized members of the same group included *Planetetherium*, a gliding animal, and shrewlike *Palaeoryctes*. With them came the herbivore, *Psittacotherium*, and two survivors from the Mesozoic, ungainly *Taeniolabis*, whose tribe died out in the next epoch, and the marsupial *Thylacodon*, whose progeny persists in the opossum.

As the Paleocene progressed there diverged from the original stock several lines of great future significance. Notable among these were the first primates, small arboreal, nocturnal animals like *Plesiadapis*, with bushy hair and a long tail. One of the first carnivores was *Loxolophus*, a small raccoonlike creature whose sharp-cusped teeth identify him unmistakably as an early flesh-eater only just beginning to relinquish the insectivorous habits of his forebears. The group of herbivores represented by *Tetraclaenodon* and *Mioclaenus*,

small horse-headed, cat-bodied creatures, was probably ancestral to the ungulates (hoofed animals) of today, though they still wore claws adapted to life in the trees. Later in the Paleocene there appeared an order of truly hoofed vegetarians known as amblypods, or "slow-footed ones," among them sheep-sized *Pantolambda* and larger *Barylambda*, which sometimes attained a length of eight feet. As with many orders that specialized quickly for a particular way of life, the amblypods were destined for extinction.

Although the immediate ancestors of modern mammalian lines did not emerge until a later epoch, by the close of the Paleocene the land once more teemed with life. The hospitable plains and lowlands were peopled with flourishing forms that ultimately would produce the most vigorous and efficient animals that ever trod the earth.

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NOTHARCTUS
TETONIUS

OXYAENA

PHENACODUS
PARAMYS

CORYPHODON

EOHIPPIUS

PALAEOSYOPS

AN EPOCH OF UNCERTAINTY

IN the 20 million years of the Eocene, nature indulged the evolving mammalian lines. The climate remained amicable. The upheaval that had reared the Rockies subsided and the patient rain began its quiet leveling. The lowlands lay carpeted in subtropical green. Upon them new orders appeared, the ancestral forms of most modern mammals.

At some interval early in the Eocene the continents of North and South America were sundered by rising waters. As a consequence several orders of primitive mammals thrived in isolation in the Southern Hemisphere while their kin died out in the north. Among the

short-lived northerners were *Metacheiromys*, whose South American cousins survive today in the order of armadillos, anteaters and sloths, and the early primates—lemurs like *Notharctus* and tarsiods like *Tetoni*. Intermediate between lemurs and monkeys, the tarsiods were the first animals to develop close-set eyes, sharing a single field of vision and perceiving depth in the stereoscopic fashion that has since enabled man to examine his environment with unique understanding. In North America lemurs and tarsiods persisted to the end of the Eocene and then disappeared, leaving our country empty of primates until the immigration of *Homo sapiens* in recent times.

A native North American development was the expansion of the rodents. Small squirrelish forms like *Paramys* were prolific in the



TRITEMNODON
MESONYX

DIATRYMA

EOHIPPIUS

EOBASILEUS

METACHEIROMYS

UINTATHERIUM

HYRACHYUS

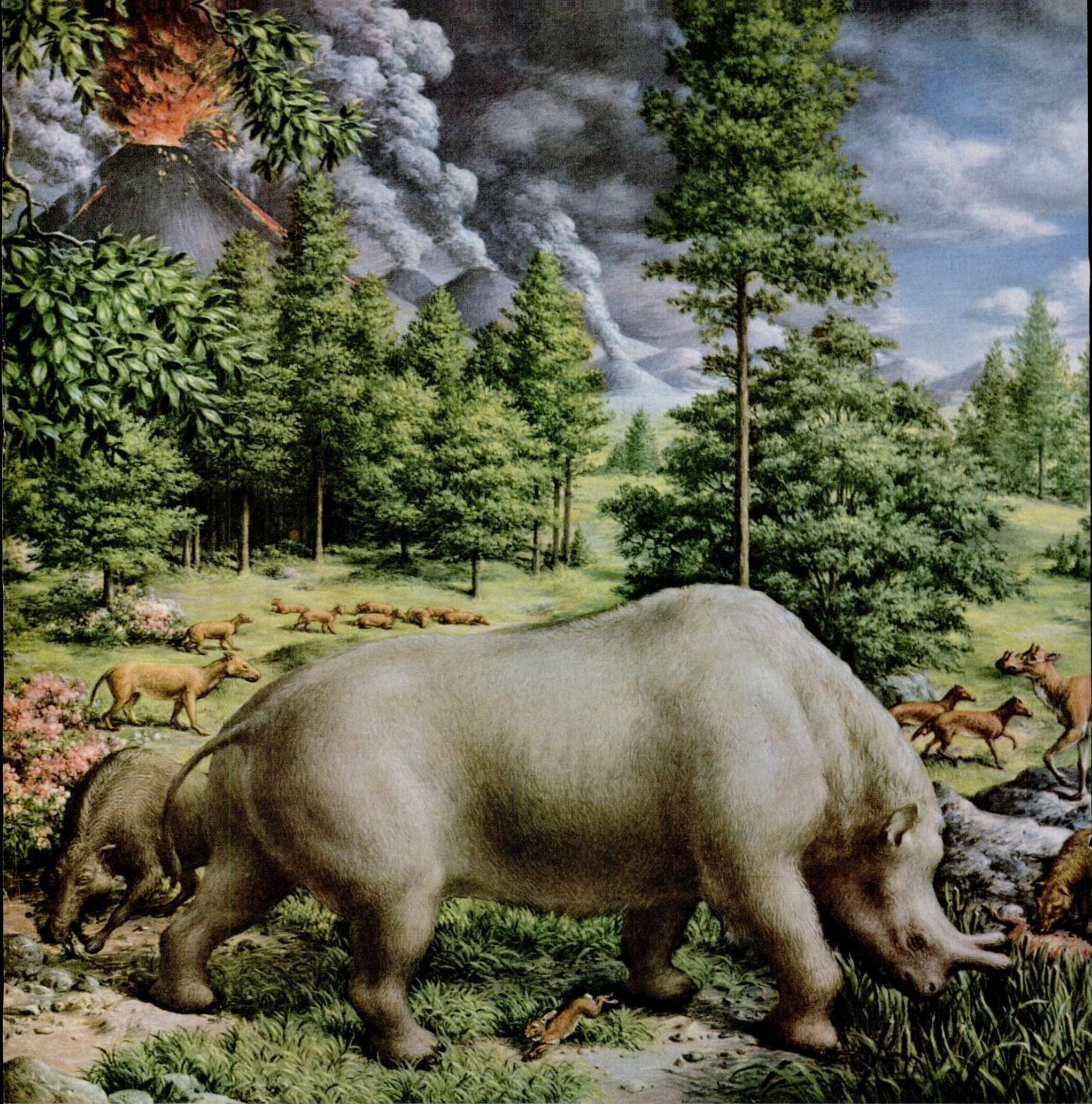
Eocene and by its end they had begun to diverge into all the varied types that make rodents the most adaptable of contemporary mammals. Along with the rodents the descendants of the primitive Paleocene carnivores continued to specialize, producing catlike *Oxyaena*, doglike *Mesonyx* and weasel-like *Tritemnodon*. The Paleocene ungulates also specialized, but less successfully, fabricating such ineffective creatures as *Phenacodus* and slow-footed *Coryphodon*. Still more grotesque were their distant relatives the uinatheres, which enlarged into the awkward giants *Eobasileus* and *Uintatherium*, the size of modern rhinos. Both died out near the end of the Eocene.

The extinction of the primitive herbivores may have been effected by the advent of modern ungulates. *Eohippus*, the first horse, stood

no higher than a fox terrier, yet his slender legs and even teeth made him a far more felicitous form than his lumbering precursors. With *Eohippus* appeared his horselike cousins, the titanotheres *Paleosyops*, whose descendants would flourish in the next epoch as the largest animals on earth, and *Hyrachyus*, a forebear of modern rhinos.

Among the competing mammals of the Eocene there also stalked a giant from another domain, *Diatryma*, a huge running bird, seven feet high, with massive legs and a powerfully beaked head. *Diatryma*'s appearance in a world of small, inexperienced mammals suggests that at this moment of evolutionary history the face of the earth may have been a battleground upon which two growing dynasties, the birds and mammals, were locked in an uncertain struggle for sovereignty.

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HERD OF OREODON
ARCHAEOTHERIUM

BRONTOPS
RABBIT

MESOHIPPUS

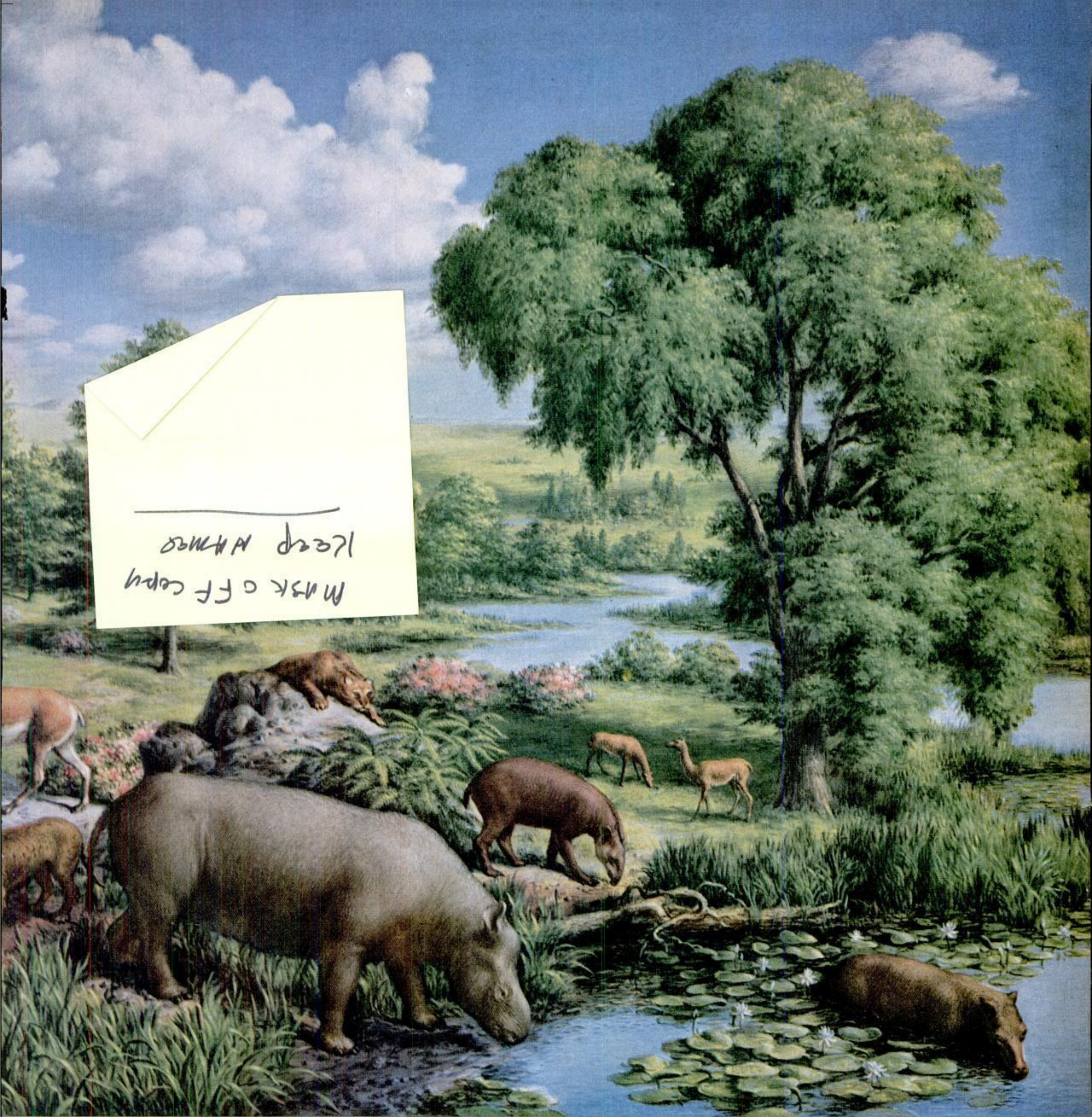
A TIME OF TRIAL AND TRIUMPH

OF all the epochs of the Cenozoic era none brought greater events than the Oligocene. Within its span the earth assumed many of the aspects it wears today. In Europe the first folds of the Alps arched from the Mediterranean. Eastward the immense Himalayan paroxysm began to buckle the crust of Asia. And in the New World volcanoes spewed fire and ash over large areas of the Northwest. Meanwhile the climate grew cooler, and in the heartland of America the ancient subtropical forests began to retreat southward, surrendering their dominions to grasses, conifers and hardwood trees.

In the animal kingdom the Oligocene witnessed the fading away

of most of the primitive mammals and the founding of the modern faunas. Of the earliest mammalian lines only a few lingered on, unchanged and unchanging through later epochs, as persisting reminders of the humble origins from which all contemporary creatures came—the opossums, hedgehogs, moles and shrews. The order of rodents enlarged rapidly, augmenting their numbers early in the epoch with the ranks of the beavers, gophers, rats and mice. Ahead of them raced their relatives, the rabbits, which had begun to multiply at the end of the Eocene and which have multiplied exuberantly ever since.

The protagonists of the new epoch, however, were larger animals. The giants of the Oligocene were the titanotheres, ponderous plant-eaters that had appeared in the previous epoch and then proceeded to evolve into *Brontops*, a hoofed and horned beast, 14 feet long,



PROTACERAS
HYAENODON

HOPLOPHONEUS
SUBHYRACODON

PROTAPIRUS

POEBROTHERIUM

BOTHRIDON

with weak teeth and a brain the size of an orange. Of the primitive flesh-eaters only *Hyaenodon* and his close kin survived, but two great modern groups of carnivores had already begun to emerge: the dogs, specializing in pack pursuit, and the cats, specializing in solitary stalking. The latter were already notably represented by sabre-toothed *Hoplophoneus*, a powerful predator with two-inch fangs, sinewy loins and savage, retractile claws.

The hoofed vegetarians had earlier evolved along two major lines: odd-toed ungulates—horses, asses and zebras, rhinos and tapirs; and even-toed ungulates—cattle, sheep, goats, pigs, hippos, antelopes, camels, giraffes and deer. Within the former group the horse continued to evolve along undeviating lines. *Mesohippus*, the three-toed Oligocene horse, had longer legs and a straighter back than his tiny

Eocene forebear. Though he was still no larger than a collie, his brain had expanded swiftly, and it was doubtless his intelligence, combined with agility, that enabled him to survive. To the roll of his odd-toed relatives the Oligocene also added the first tapir, *Protapirus*, and one of the first true rhinoceroses, *Subhyracodon*. Concurrently the even-toed ungulates brought forth an unlovely species of giant pig, *Archaeotherium*; an amphibious swine, *Bothriodon*, ancestral perhaps to the hippos; a gregarious type of ruminant, *Oreodon*; a six-horned, deerlike cud-chewer, *Protoceras*; and an ancestral camel, *Poebrotherium*. Thus as the Oligocene drew to its close the varied hosts of the herbivores and clans of the carnivores were already hastening down their diverse evolutionary corridors into the domains they occupy today. The outlines of the modern animal kingdom were clearly cast.

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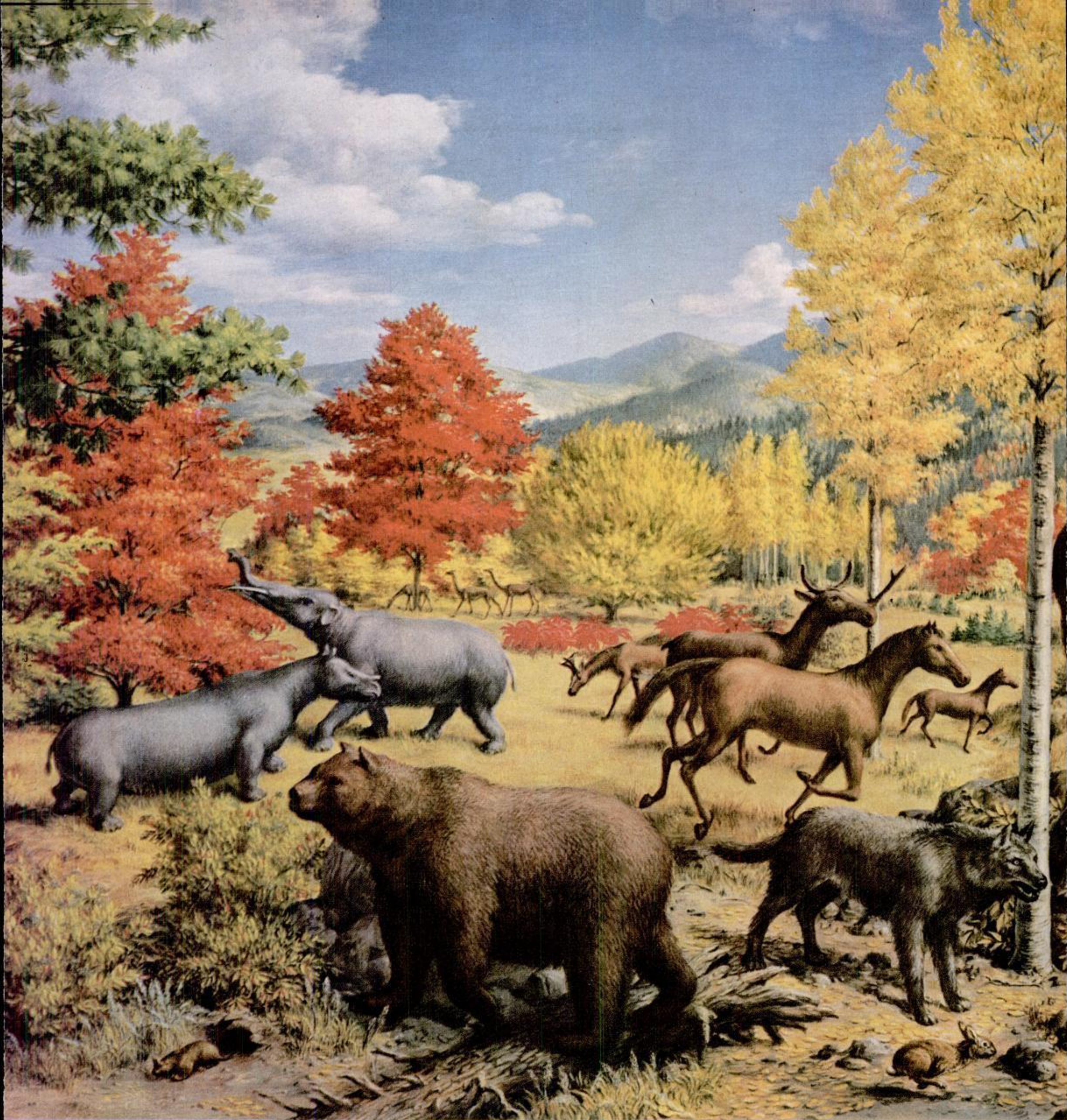
DICERATHERIUM
 PROMERYCHOERUS MERYCHOERUS

A PERIOD OF PLAINS-DWELLING

THE most momentous phenomenon of the Miocene, and indeed one of the great milestones in the history of life, was the sudden spreading of the grasses, which, having slumbered in the shade of the old subtropical forests, swiftly responded to the ever cooler, drier climate of the new epoch and seized vast areas of the land, creating the prairies, plains and veldts of the modern world. From their first harsh, stubbly blades there evolved in time the forage plants and cereals that have become the basic food supply of man and his domesticated animals. As the grasses spread across the flatlands of America the grazing mammals ranged in ever larger herds, and many forest

dwellers emerged from the green shadows onto the golden sunlit plains.

Under these auspicious conditions both branches of the ungulates expanded rapidly. The Miocene horse, *Merychippus*, approached the last lap of his evolutionary course. He had now attained the stature of a modern pony, and his proportions were slim and graceful. His outer toes had grown smaller; his middle toe had evolved into the functional hoof of the contemporary horse. His teeth had developed high crowns and hard surfaces suitable for pulverizing prairie grass. By the end of the Miocene, *Merychippus* was thoroughly adapted to life on the open range. His odd-toed cousins, the rhinos and chalicotheres, however, were less successful. For a time, *Diceratherium*, a small but prolific rhinoceros of the Miocene, appeared to thrive, but in the next epoch he, along with all other rhinos, vanished from the American



TELEOCERAS
EPIGAULUS

HERD OF PROCAMELUS
AMEBELODON
AGRIOTHERIUM

SPHENOPHALOS

SYNTHETOCERAS
PLIOHIPPIUS

PLIOHIPPIUS
AMPHICYON RABBIT

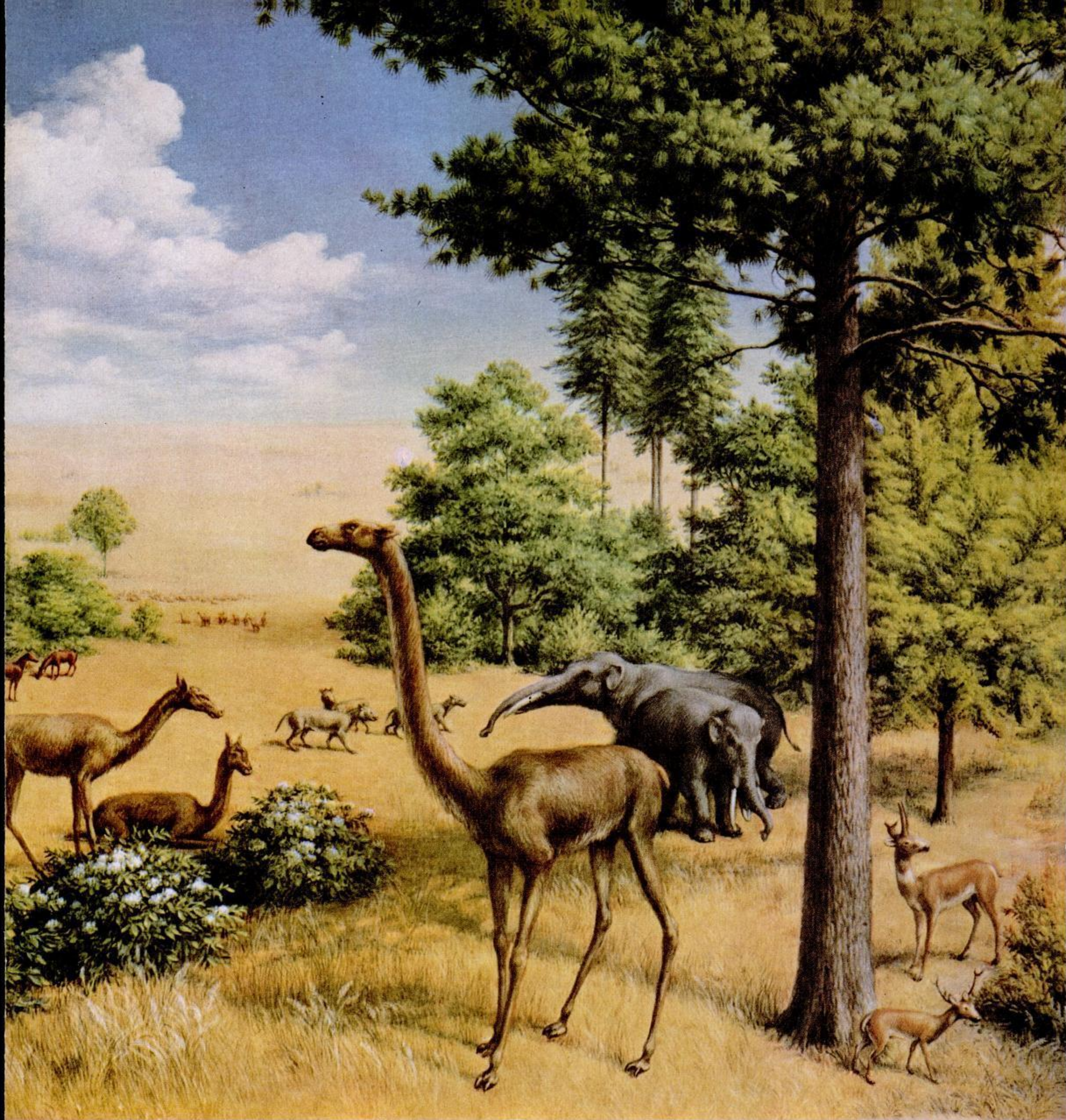
THE AGES OF GIANTS AND ICE

THE Pliocene, which ended one million years ago, was the autumn of the Cenozoic era, the last lenient epoch before the invasion of the cruel ice sheets from the north. Little by little the bite of the winds grew sharper. Over the wide prairies of North America the tall grasses surrendered to shorter, hardier herbage. In the Southwest the ancient, subtropical forests shriveled in the rain shadow of the newly reared coastal Sierra, and then vanished under desert sands. Northward, pine trees marched down the mountain slopes of the resurgent Rockies and young craggy Cascades, out across the high

plateaus, driving the sequoias of earlier epochs from all but their present sanctuary in the California hills.

For the most part Pliocene life remained as rich and variegated as in the past, and the evolving mammals continued to increase in size. Even the small rodents grew huge, begetting *Epigaulus*, who was notable not only as a giant among midgets but as the only member of his breed that ever grew horns. At the other end of the scale loomed *Teleoceras*, an immense amphibious rhino that had migrated from Asia during the Miocene and all but supplanted his indigenous American cousins. The second-generation mastodons had adjusted well to their new environment and produced several native genera, among them *Amebeledon* a "shovel tusker," whose lower

FOLD OUT



PROCAMELUS

MERYCHIUS

ALTICAMELUS

GOMPHOTHERIUM

CRANIOCERAS
MERYCODUS

many branches—the weasels themselves, martens, fishers, wolverines, skunks and otters. Raccoons and bears appeared, both offshoots of the primal dogs. And on the wide plains, as on the veldts of Africa today, large cats like *Machairodus* stood silent in the shade of scattered groves or crept on their bellies through the long, rippling grass as they stalked their living quarry.

At some time in the middle of the Miocene there appeared a stranger from the far side of the world. *Gomphotherium* the mastodon had come out of Egypt. Ever since the late Eocene his tribe had been evolving by the Mediterranean and in the valley of the Nile. Sprung from primitive subungulate stock, they gradually increased in size, their trunks and tusks grew longer. Then in the late Oligocene, impelled by some mysterious wanderlust, they made their exodus

from Egypt and headed eastward on one of the greatest pilgrimages in the history of living things. Century after century, millennium after millennium, they stamped and trumpeted their way across southern Asia to the Pacific and then northward to the Arctic Sea. At the Bering Straits they found a land bridge temporarily emergent; they crossed it and entered the New World some 20 million years ago.

Thus at the end of the Miocene the plains of America teemed with life more abundant than ever flourished in the past, more luxuriant than ever would thrive again after the coming of man. The golden age of mammals would last for one more epoch only. For great changes were in store. Imperceptibly the climate of the earth was growing colder. Far to the north the ice caps were beginning to form. Soon their chill breath would be felt on the happy plains.

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MOROPUS

MOROPUS

MACHAIRODUS

DINOHYUS

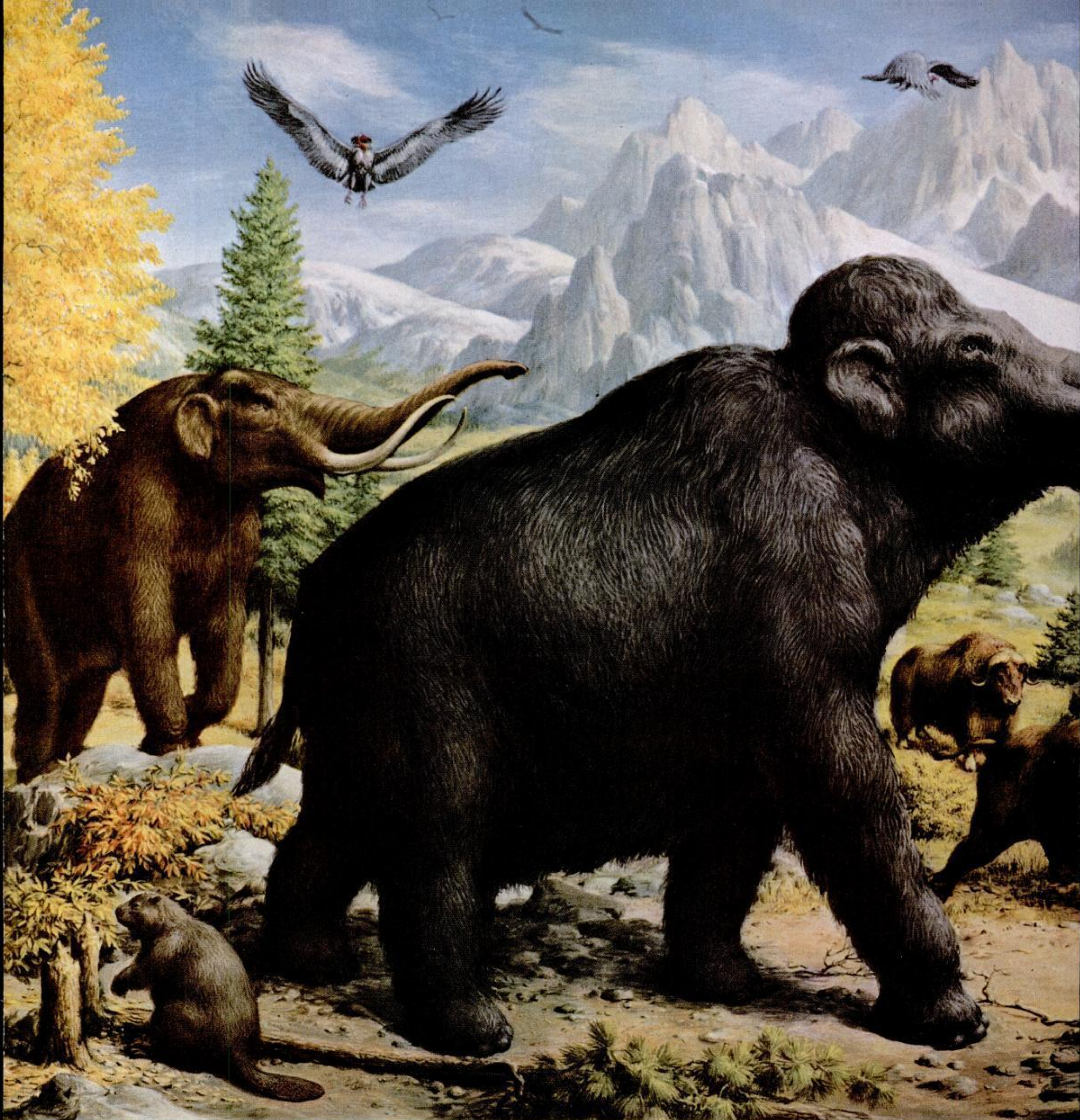
HERD OF MERYCHIPPUS
SYNDYOCERAS

plains. Still swifter extinction overtook the chalicothere *Moropus*, a weird caricature of a horse with primitive teeth and mismatched legs that terminated not in hoofs but claws.

Meanwhile the even-toed ungulates assumed numerical ascendancy over their odd-toed competitors. Three genera of ruminants, members of a now-extinct family known as oreodonts, flourished briefly but extravagantly, and then died out. Of these *Promerycochoerus* and *Merycochoerus* were amphibious; the third, *Merychius*, was a plains dweller. The pig complex produced a Miocene giant, *Dinohyus*, which, standing six feet high, almost as massive as a hippopotamus, was the largest of all nonamphibious swine. The camels put forth two models: *Procamelus*, a small but familiar looking prototype, slightly larger than a sheep; and *Alticamelus*, an outlandish sort of super-camel with

a neck as long as a giraffe's, adapted to an arboreal diet. Deerlike ruminants also tried several experiments. The line initiated in the preceding epoch by *Protoceras* continued in the Miocene with *Syndyoceras*, a long-nosed, overspecialized creature burdened with two sets of horns, one emerging from under his ears, the other sprouting from the bridge of his nose. A more successful conception was tiny *Merycodus*, who carried on his small head a handsome set of branching horns and who ultimately sired the family of American antelopes known as pronghorns. A Miocene forebear of true deer and giraffes was graceful *Cranioceras*.

As in other ages the affluence of herbivores brought opulence to the flesh-eaters who preyed upon them. Along the fringes of the forests and in the depths of the woods the weasel family diversified into



MASTODON
CASTOROIDES

TERATORNIS

WOOLLY MAMMOTH

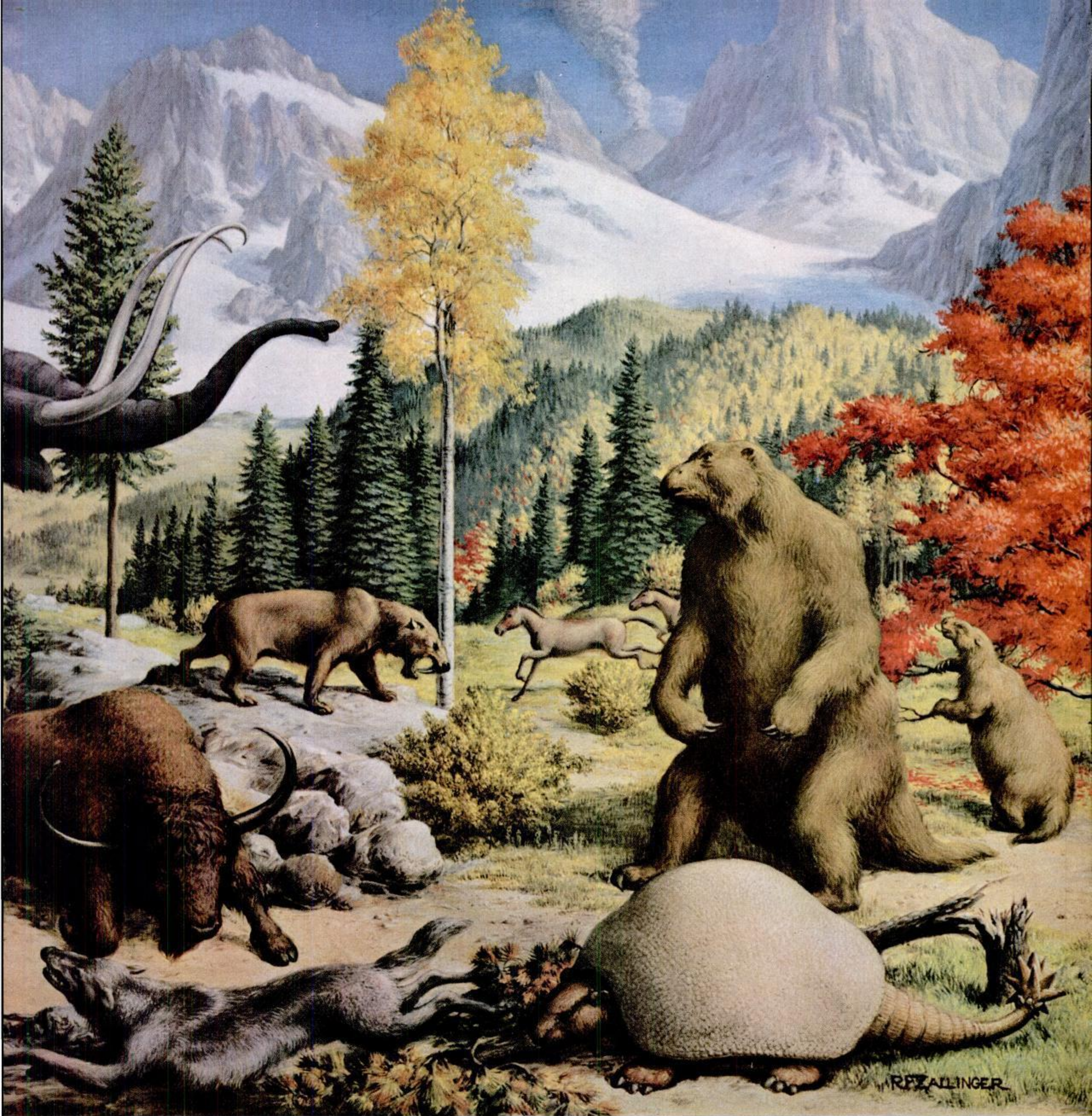
TERATORNIS
MUSK OX

jaw extruded two long scooplike incisors ideally suited for dredging roots from soft earth. The canine-ursine line also essayed gigantism: *Agriotherium* was an enormous bear, fully four feet high at the shoulder; *Amphicyon* was a huge dog who doubtless dominated all other canine carnivores that harried the Pliocene plains. Among the hoofed animals appeared *Sphenophalos*, a sturdy pronghorn, and *Synthetoceras*, culmination of the *Protoceras* line and the closest facsimile of a unicorn that capricious nature ever contrived. The evolving horse meanwhile entered the homestretch with the advent of *Pliohippus*, the immediate and virtually full-grown forebear of *Equus*, the genus man exploits today.

The transition from Pliocene to Pleistocene marked one of the

great crises in the history of life. The stupendous ice sheets overlying Greenland, Siberia and northern Europe now began to thicken rapidly. And as they grew, accumulating and compacting the snows of innumerable winters, the waters of the oceans fell. The Isthmus of Panama rose again from the depths and the land bridge across the Bering Straits lay completely dry. Across these great transoceanic causeways the animals of three continents streamed in ever increasing numbers, intermingling, interbreeding, waging an internecine struggle to survive. An immediate consequence was the all but total extermination of the archaic herbivores and marsupials that had thrived in happy isolation in South America since the Paleocene.

During the first 100,000 years of the Pleistocene the ice sheets



BISON CRASSIOCORNIS

SABER-TOOTHED TIGER

EQUUS

MEGATHERIUM
BOREOSTRACON

MYLodon

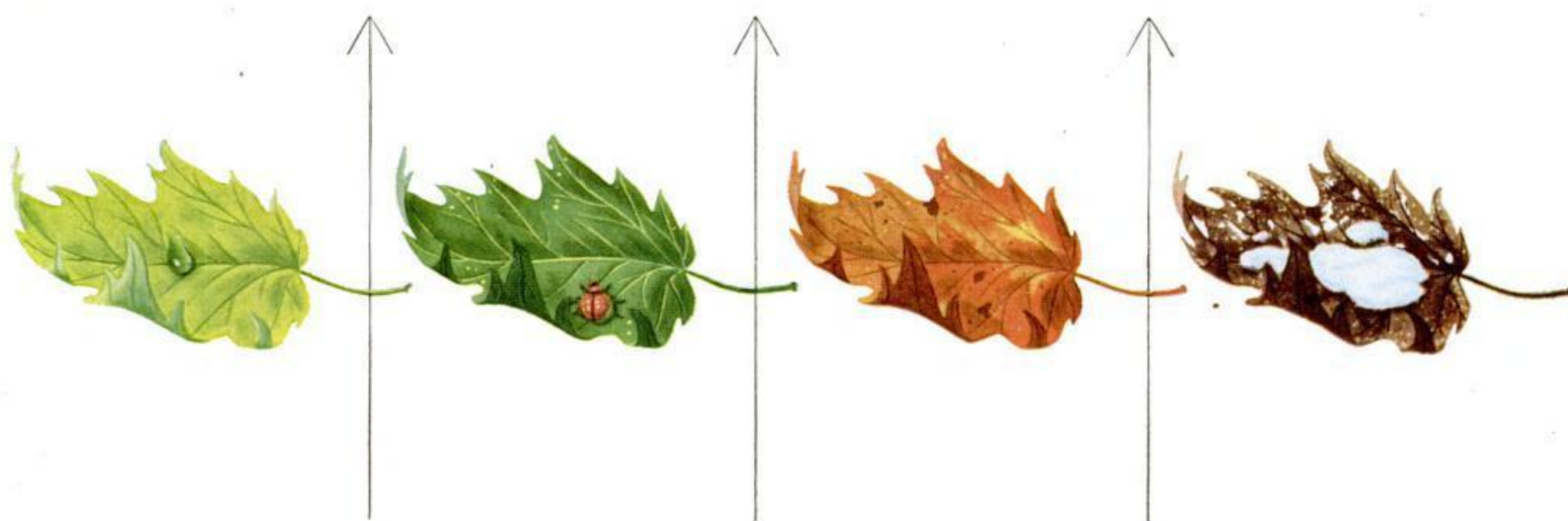
CANIS DIRUS

crept ever southward, refrigerating a third of the earth's surface. Then they receded and temperate climates again prevailed. Four times in all, the continental glaciers crunched down from the north, and four times they withdrew. (The last great retreat, which began some 10,000 years ago, is still continuing today.) As they ground back and forth over the great plains, abrading the face of the land, carving valleys and creating new lakes and rivers, the animals responded with tremendous vitality, some of them growing to proportions greater than any terrestrial mammals ever attained before or since. Notable among them were *Castoroides*, a beaver the size of a small bear; *Canis dirus*, a six-foot wolf that ranged the continent from coast to coast; *Smilodon*, the sabre-toothed tiger, larger and heavier than any

tiger of today, who dared to attack even the giant mastodons, and whose great jaws, capable of a 90° gape, were armed with six-inch fangs with which he stabbed his victims to death; and *Teratornis*, a carrion-eating cousin of the modern condor with a wingspread of 12 feet, the largest flying bird in the history of life. There were also giants among the ungulates—*Bison crassicornis* and the durable musk ox which still persists in the Arctic today. The horse reached the climax of his evolutionary growth with *Equus*, only to die out in America at the end of the epoch. He did not return to the New World until the Spanish *conquistadores* imported his descendants from Europe a mere four centuries ago.

The mightiest of all the Pleistocene mammals were the mastodons

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THE AGE OF MAMMALS CONTINUED

and mammoths. The latter, recent arrivals from Asia, swiftly came to rule the American plains, diversifying into at least four species, of which one, the 10-foot-high woolly mammoth, ranged the top of the world, dwelling among the glaciers and dying among them in such numbers that half of the world's ivory stores have come from his imperishable tusks. Among the immigrants from south of the border there arrived three prodigies: *Boreostracon*, a giant glyptodont, offshoot of the armadillo line, visored and carapaced in armor plate from nose to tail; and the ground sloths *Myodon* and *Megatherium*. The latter, one of the largest mammals that ever lived, weighed more than a modern elephant and, when he reared on his hind legs, lifted his witless head 20 feet above the ground.

Unfathomably these giants of the Pleistocene—the mammoths, mastodons, saber-tooths and sloths—died out as swiftly as the dinosaurs before them. As spring returned after the million-year-long winter they vanished like ice statues in the sun, leaving the reaches of North America to the small animals and the bison. And so once again, as had occurred before in the changeful history of life on earth, vast multitudes of living creatures—whole species, genera, families—abruptly vanished from the face of the planet. All the largest and strongest animals of the Cenozoic era, representing the most splendid assemblage of mammals that ever existed before or since, disappeared from the temperate zones of both hemispheres. Only tropical Africa and Asia somehow escaped the wholesale extinctions.

The great dying of the late Pleistocene and early Recent epochs marked the most far-flung and radically destructive crisis in the entire history of the mammals. To the modern evolutionist it presents an enigma no less baffling than the great dying of the reptiles 75 million years before, and as in the earlier instance he can only

A NOTE OF ACKNOWLEDGMENT

LIFE is indebted to the following scientists for assistance in the preparation of this essay: Dr. Bobb Schaeffer, the American Museum of Natural History; Dr. Roland W. Brown, the National Museum, Washington, D.C.; Drs. Carl O. Dunbar and Joseph Gregory, and Ralph C. Morrill, Yale University.

Special thanks are due to the scientific staff of Yale's Peabody Museum who supervised the production of Rudolph F. Zallinger's painting of the *Age of Mammals*, shown on the preceding pages, and of his paintings of dinosaurs and marine reptiles which appeared in *The Pageant of Life* (LIFE, Sept. 7).

suggest multiple causes—climatic changes, competition, failure to adapt. Yet many of the faunas that died out at the end of the Pleistocene had survived the equally drastic changes that had accompanied the transitions from glacial to interglacial ages. Competition has ever been a factor in the processes of life: the extinction of many local populations can be directly attributed to the invasions of their habitats by competing genera. As the last of the great ice sheets withdrew, primitive man, the most ruthless competitor of all, crossed Bering Straits into North America. Today his chipped-stone weapons are still occasionally excised from the bones of some great animal that survived the glaciers only to fall victim to his implacable hand.

Yet human rapacity provides only a fragmentary explanation, for the science of paleontology has proved beyond doubt that natural extinction has occurred time and again on a worldwide scale since the dawn of life. It is, indeed, one of the striking configurations of evolutionary history that in each successive age some group of animals has risen from obscure beginnings to a period of ascendancy, only to surrender its sway to another incipient and apparently unaggressive line. Thus the Cambrian period was ruled by the extinct trilobites, the Ordovician by the extinct giant nautiloids, the Silurian by the extinct sea scorpions, the Pennsylvanian by the amphibians which survive today in only a few inconspicuous lines, and the entire vast span of the Mesozoic era by the extinct giant reptiles.

Evolutionists hesitate, therefore, to assign specific causes to

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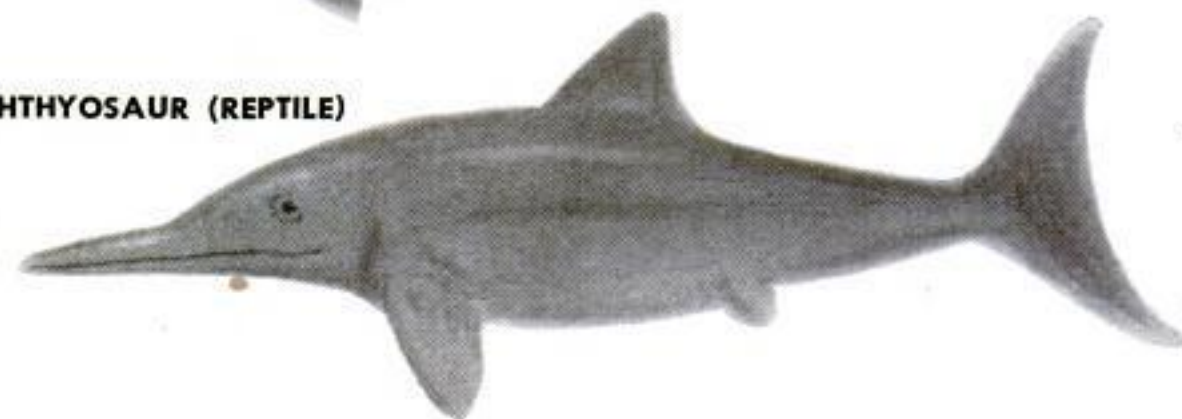
WESTERN UNION



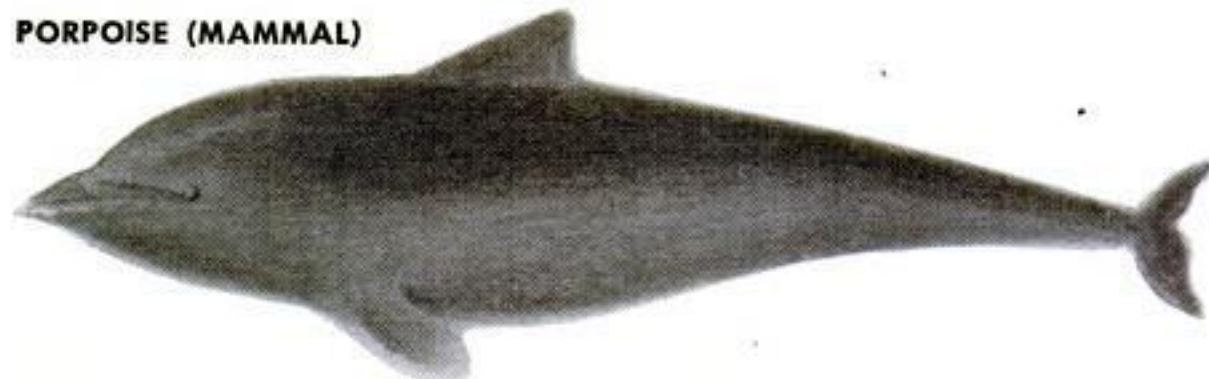
SHARK (FISH)



ICHTHYOSAUR (REPTILE)



PORPOISE (MAMMAL)



HESPERORNIS (DIVING BIRD)



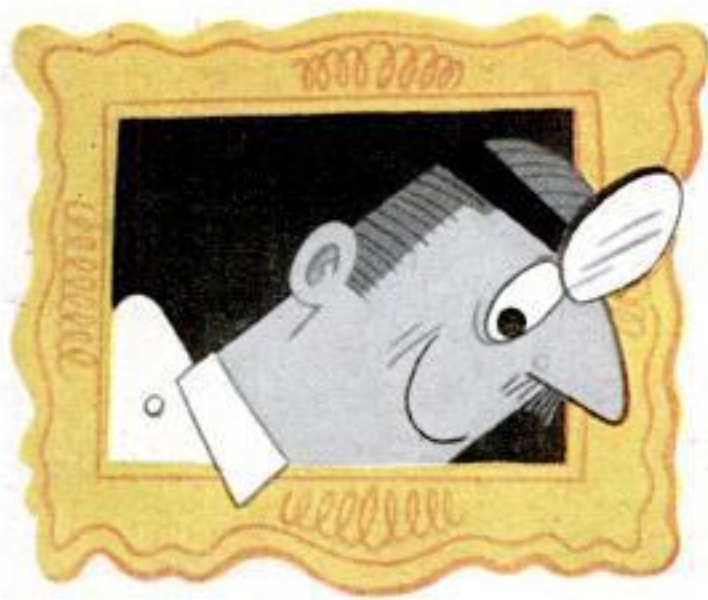
CONVERGENCE is a pattern of evolution whereby unrelated species acquire similarities of form and habit by adaptation to similar environments. Thus the four animals above all evolved in the sea and developed striking resemblances, though each represents a different vertebrate class. The shark and porpoise are modern creatures; *Ichthyosaurus* and *Hesperornis* lived in the Mesozoic era.

THE AGE OF MAMMALS CONTINUED

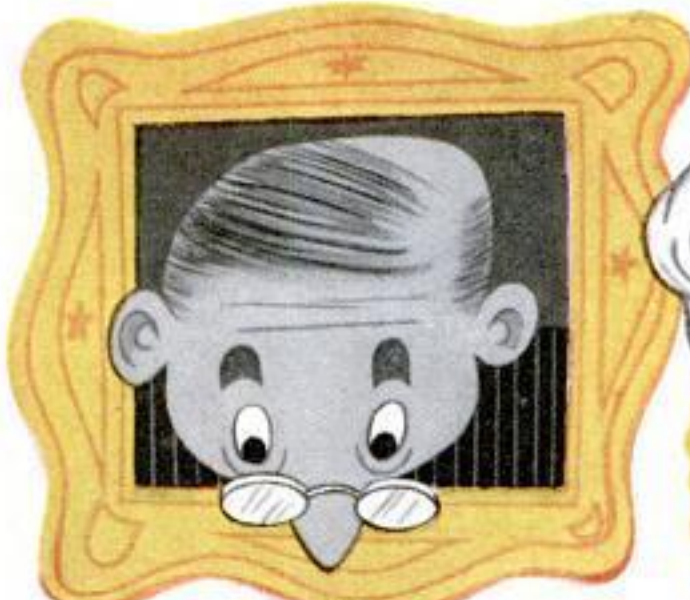
specific extinctions, preferring rather to state simply that over great periods of time the physical environment changes and certain populations die off because for some reason they fail to adapt. The apparent suddenness and simultaneity of the great extinctions, moreover, may be an illusion created either by gaps in the chronicle of the rocks or by the immense perspectives of geologic time. Thus the great dying of the Pleistocene mammals was sudden only in a relative sense. It would appear that the extinctions occurred sporadically, spreading gradually from local centers, and were often as not partial, wiping out faunas in one place and leaving them untouched in another. The consequences of these incomplete extinctions are visible today in the spotty distribution of many animal populations—a phenomenon that long baffled zoologists. Tapirs, for example, now exist only in such widely separated regions as Malaya and Central and South America, though they once flourished over vast areas of both hemispheres. And, more familiarly, elephants, rhinos, camels—these too represent vestiges of far greater populations, impounded today in habitats incomparably smaller than they occupied during the great days of the Pleistocene.

As in earlier ages, however, the vitality of animal life proved greater than the destructive power of whatever forces had combined to imperil it. At the moment the sheer mass of life on the planet stands close to an all-time high and, more significant, its diversity is greater than in any age prior to the dawn of the Cenozoic. For the major pattern of the evolutionary panorama is *divergence*, the tendency of life to differentiate, to become more variegated, to educe more and more forms and varieties of organisms. It is true that divergence is not the only configuration woven in the long tapestry of life on earth. Around it lie other patterns: static lines of arrested development (like the unchanging opossum, oyster, rabbit and turtle); forms of *parallel* evolution, where allied groups follow independent avenues of development and arrive at similar results (as in the case of deer and antelope); and forms of *convergent* evolution, where utterly unrelated groups mutate slowly into near facsimiles of one another (as in the case of the reptile ichthyosaurs and the mammal porpoises). Nor are these necessarily rarities. Nature offers its players only a limited number of roles, of habitats and techniques for exploiting them; whenever a

CONTINUED ON PAGE 109



DOCTOR...



LAWYER...

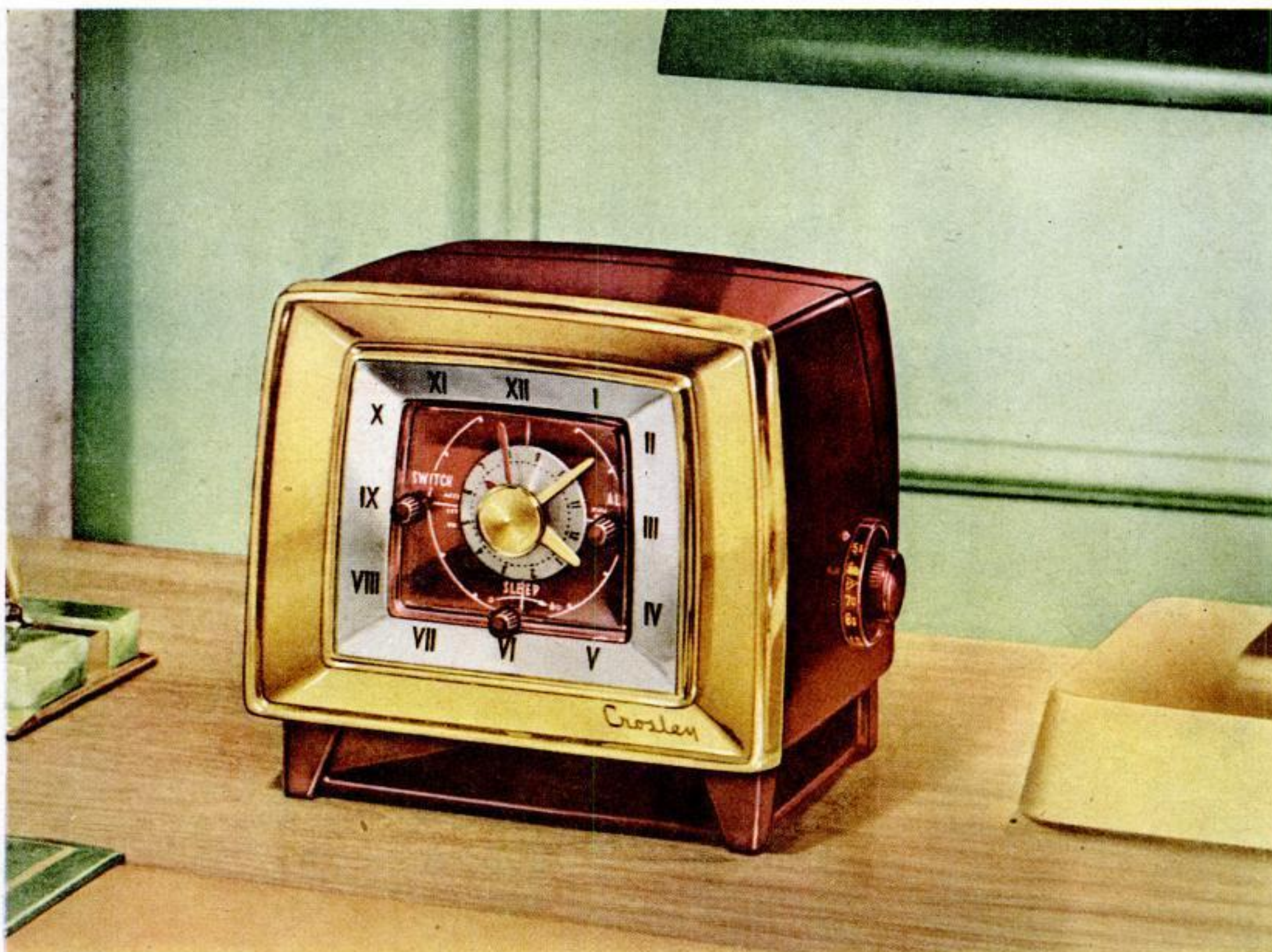


MOMMA...



"CHIEF"

They all want the new **CROSLEY V.I.P. CLOCK RADIO**



© 1953, Avco Mfg. Corp.

A magnificent desk Radio for Very Important Persons!

- Reminds you of appointments
- It's an accurate electric timepiece
- Turns appliances on and off—automatically
- Lulls you to sleep... wakes you to music

The V. I. P. has more than just exquisite styling. Special engineering and circuitry give this radio a magnificent console-like quality. Exclusive Crosley audio system provides remarkably rich bass tones. Even distant stations come in with a minimum of interference because sensitive (iron core) I. F. transformers keep stations from "drifting." A unique 3-directional speaker (actually three separate sound chambers) releases sound to the right, left, and front of the set—gives unusual "depth" to voices, music. Get one of these wonderful Crosley V. I. P.'s for yourself. Give one; and you'll be showered with thanks. \$59.95*

CROSLEY
DIVISION



CINCINNATI
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Never anything like it! Crosley Portable Clock Radio Phonograph

It's a clock... a radio... and a 3-speed phonograph, all in one. Clock turns radio and/or phonograph on at pre-set time. Plays up to 5 hours of LP recordings with one loading. Feather-light tone arm. **\$119.95***

*Suggested list price. Slightly higher in the West.

LOOK AT ALL THE OTHER WONDERFUL, COLORFUL CROSLEY RADIOS



Crosley "Skymaster" Portable Clock Radio—with speaker 2 to 3 times bigger than most other personal portables. Pre-set clock turns radio on and off. Five colors. Less batteries. **\$39.95***



Crosley Color Clock Radio Exceptionally fine tone. Drift-free tuning, automatic volume control, increased sensitivity, built-in antenna. Turns itself on automatically. Has electric clock. 4 rich colors. **\$27.95***



Crosley "Graduate" Radio Sturdy, compact, low-priced. AC or DC. Drift-free tuning (thanks to Crosley's frequency-stabilized oscillator), automatic volume control, built-in antenna. \$21.95* in 3 colors; mottled mahogany. **\$19.95***



Crosley Coloradio—in 5 rich hues to fit any decorating scheme. Rubber-mounted speaker reduces "feed-back" noises. Phono jack. Crosley audio system assures exceptional performance. **\$39.95***



Crosley AM-FM Radio Built-in dual antennae provides exceptional reception (outside antennae terminals, too.) Vernier-type control permits sensitive tuning. Console-tone. 4 colors. **\$64.95***



BRIGHTEN YOUR LIFE WITH A **CROSLEY** THE WORLD'S MOST COLORFUL RADIO



Crosley Radio and Television Division, Avco of Canada Limited, Toronto—Montreal



The New
**KENTUCKY
TAVERN**
Gift Decanter

This sparkling new decanter is filled with America's most appreciated bottled-in-bond Kentucky Straight Bourbon. With its festive red bow, it comes beautifully packed in this jewel-like, clear view case. Priced the same as our regular Kentucky Tavern fifth, it's the gift idea of the year—so easy to give, so pleasing to receive. Your dealer has them now... place your order today.

Glenmore Distilleries Company
Louisville, Kentucky

Kentucky's Finest Bourbon in
America's Smartest Decanter

THE AGE OF MAMMALS CONTINUED

biological niche is temporarily vacated, it must in time be filled.

From the network of natural forces it is difficult to select a single strand representing a main line of progression, of advance to a propitious end. Yet, as the life saga has unfolded, it would appear that the factor most conducive to survival has been an increase in perception—the development of more efficient sense organs and more complex and sensitive nervous systems, capable of interpreting sensations and responding to them swiftly. From the beginning these attributes have constituted the great arsenal of the mammals. Pound for pound, brain for brain, the dinosaurs were by comparison with the mammals mere automatons. Indeed it is probable that the mammals may have survived and succeeded to hegemony of the earth not in spite of but by reason of their very weakness and obscurity, their smallness in a world dominated by giants, their nakedness in a world of armor plate—in particular, by their fear and sensitivity and awareness in a world of unperceiving, insensate, brainless brutes. And as the epochs of the Cenozoic flowed past, these priceless endowments were augmented in certain lines through the elaboration of nervous systems and enlargement of brains.

The culmination of the present evolutionary progression is man. Proud of his intellectual equipment and of his sense of immortality, man has often tended to underestimate his other legacies—to envisage himself as a puny, hairless, wingless, shivering, unarmored, slow-footed pygmy in an arena of superior physical specimens, and to attribute all conquests to his rational faculties. Actually *Homo sapiens* is a giant in the animal kingdom; only a handful of mammalian lines are larger, stronger, swifter. Of the more than one million species of animals on earth man is capable of killing all but a few without recourse to the weapons he ingeniously contrives for his own destruction. Yet it is true that man's supreme heritage is his brain—that mysterious and convoluted mass of soft tissue which enables him to perceive the world around him with unique acuity and respond to its stimuli with a subtlety and self-consciousness that sets him apart from all other living things. It invests him, moreover, with a power which no other creature ever possessed—the power to modify his environment, to govern and alter the very course of evolution for all the multifarious estates of life, including his own. Though a relative newcomer, an upstart on the planet Earth, man nevertheless stands alone in the complex of nature, the master of vast and incalculable forces, and arbiter of his own fate. For as Plato succinctly observed more than 2,000 years ago, "Mind is ever the ruler of the universe."

NEXT IN THE SERIES: LIFE IN TODAY'S OCEANS

With the next article, "The World We Live In" series turns from the distant past to the present. Previous chapters have shown how the earth was born and how its inanimate components of land, sea and air, its plants and its animals evolved through the ages. Forthcoming chapters will concern regions of the present-day world and the living things that inhabit them. The first of these will deal with life in the sea. Paintings by Artist Rudolf Freund will portray in brilliant color the wonderfully varied creatures that live on the sands and rocks and pilings of the tidal shallows, and the free-swimming fish that roam the sunlit surface and lightless depths of the open sea. Unique color photographs, the first ever published, will show living plankton—the tiny, drifting plants and animals which are the main food source of the sea. Sixteen more pages of photographs will show how ocean animals move through their viscous habitat, how they feed and defend themselves, how they prey upon each other in a ceaseless struggle for survival.

Grand way to
stand on your own
two feet

Holeproof

WORLD-FAMOUS
MEN'S SOCKS

Comfort, smartness, wearability, value—that's *Holeproof*. Choose the season's best colors and patterns in wool, nylon, dacron, rayon, cotton, silk, lisle or blends. Short or regular lengths. From 65¢ to \$4.95. Slightly higher in Canada.

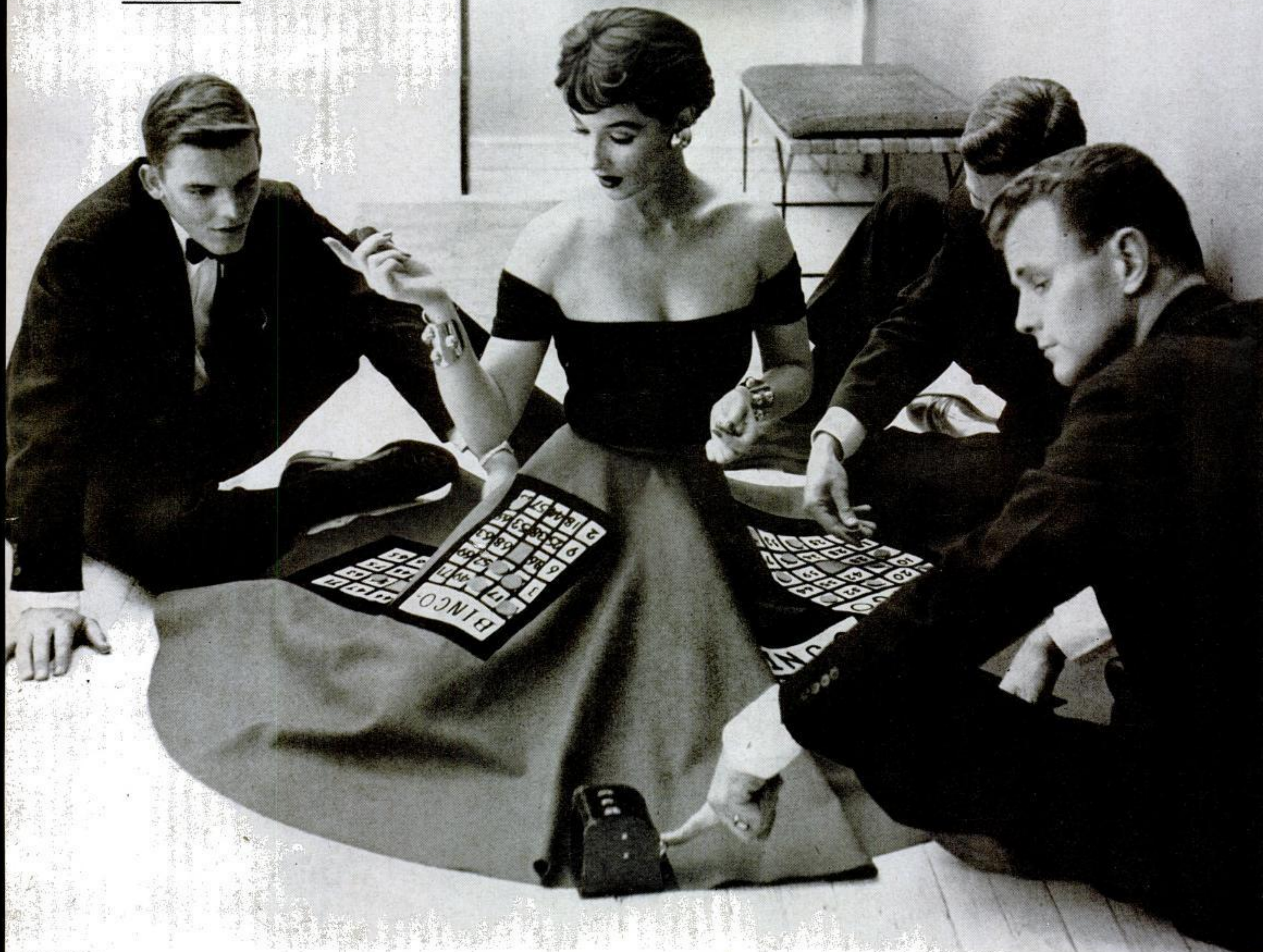


Guaranteed

All *Holeproof* nylon or nylon-content socks are guaranteed to give wear satisfaction or a new pair free. Again Awarded Fashion Academy Gold Medal.

Holeproof

® HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin and London, Ontario • World-Famous Men's Socks • Men's Nylon Tricot Pajamas and Pacer Underwear • Women's Proportioned Hosiery Luxite Lingerie and Hosiery • Nappers—All Nylon Slippersocks • Little Miss Luxite Children's Underwear



BINGO SKIRT FOR FOUR PLAYERS (BETTIE, \$75) HAS THE WEARER'S SCORE CARD AFFIXED UPSIDE DOWN. ALL NUMERALS AND MARKERS ARE CUT OUT BY HAND



FLOORED BOARD for playing backgammon appears on skirt (Bettie, \$60) which has an outsize pocket to hold dice, shaker and felt markers in two colors.

Parlor Game Skirts

THEY ARE MADE FOR PARTY PLAY

The wide felt skirt, gaily decorated with anything from families of fur poodles to rhinestone phone numbers, is referred to in the garment trade as "a conversation circle" because it gets its wearer talked to or about at cocktail parties. This year the felt skirt decoration has been put to a new and different use by Bettie Murrie, a young New York designer who is also a practiced backgammon player. As she hopefully sees it, purchasers of her new designs will sit on the floor, spread their skirts out around them and passersby will sit down beside them for a hemside round of their favorite game.

The skirts are made from felt, cut in a complete circle, with facsimile gameboards of colored felt patched on near the border. Pieces and markers for use in the various games are contained in a decorative pocket. Designer Murrie has already produced skirts adapted for bingo (with three partners) and for backgammon (for tête-à-têtes). Her plans for the near future envisage skirts for all intellectual levels, from chess to parcheesi.



How long should your stockings last ?

Some stockings last only a short time. Some last for weeks. Whatever the wear you've been getting from your present stockings, we honestly believe that you can add days, even weeks, to it with long-wearing Cannon stockings. And here's why we think so:

Long-wearing Cannon stockings have a *soft* finish that guards against snags. The

hard finish, used on many stockings, cannot give the same protection.

Long-wearing Cannon stockings are reinforced all the way round-the-toes, not straight across, skipping the little toes where runs are apt to start.

Long-wearing Cannon stockings are *knit*, never stretched, to fit. And they come in proportioned lengths—short, medium, long—to fit you without pulling or bagging.

Long-wearing Cannon stockings are carefully inspected. Only *perfect pairs* are ever labeled Cannon!

How long your stockings last depends on how well they're made. That's why we say Cannon stockings will last longer than the vast majority of stockings you can buy at any price. *You can count on Cannon stockings for long life, as you do on Cannon towels and sheets.*

Ask for long-wearing full-fashioned Cannon nylon stockings at your neighborhood store. In every popular color and sheeriness—from \$1.15 to \$1.50.

Try them today and see how well they wear! Cannon Mills, Inc., 70 Worth Street, New York City 13.

Cannon stockings

by the makers of Cannon towels



and Cannon sheets





YOU SAVE NOW: MERCURY'S LOW FIRST COST



YOU SAVE BY THE MILE: FAMOUS GASOLINE ECONOMY



YOU SAVE BY THE YEAR: PROVEN V-8 STAMINA

See how
you save
with
Mercury

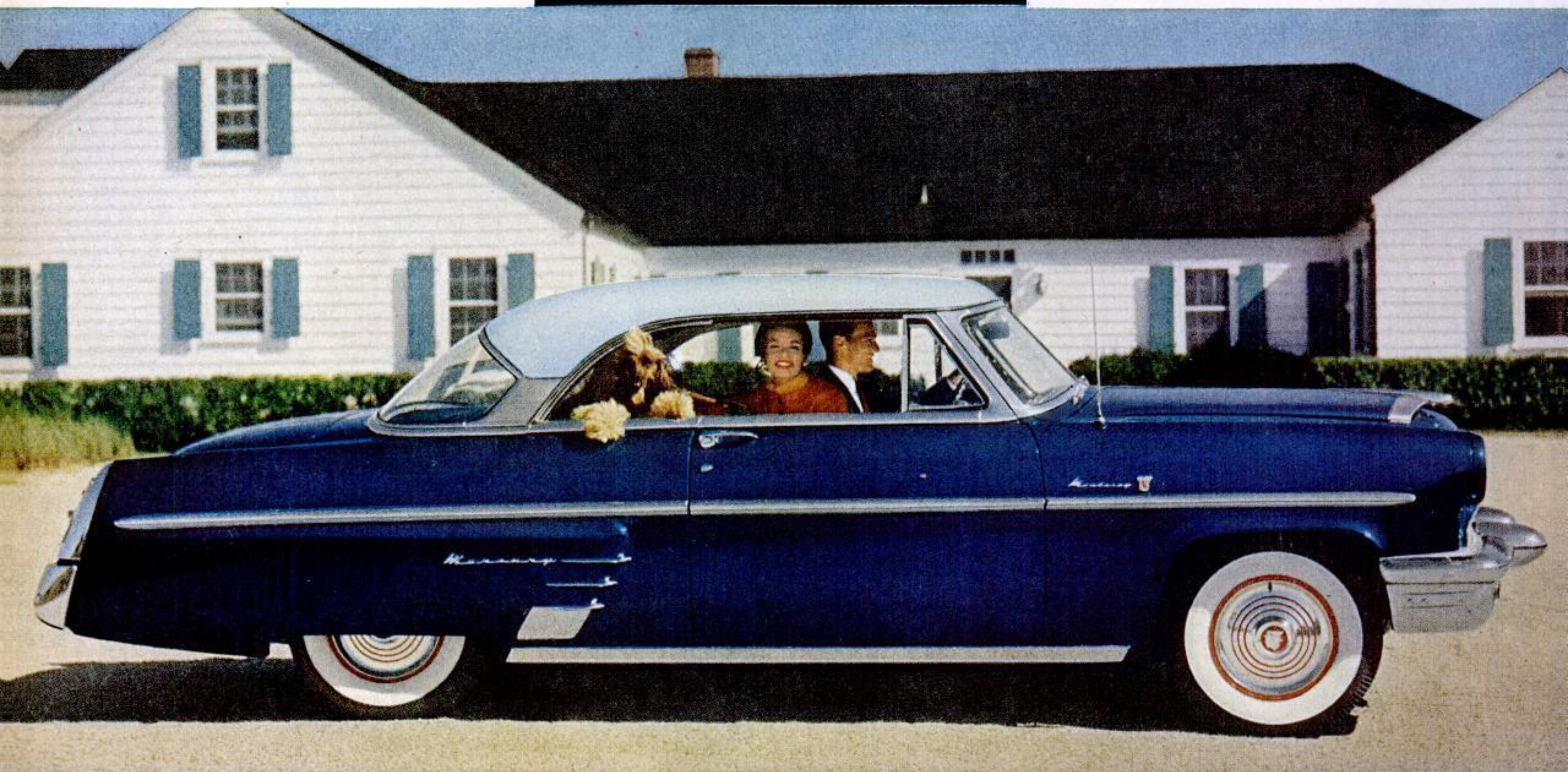


YOU SAVE WORK: 5 OPTIONAL POWER FEATURES



YOU SAVE LATER: TOP TRADE-IN VALUE

from
Tryout
to
Trade-In!



MATCH MERCURY'S YEARS-AHEAD STYLING AGAINST THEM ALL. YOU'LL SEE WHY MERCURY WILL STAY NEWER LOOKING LONGER, PROTECT YOUR INVESTMENT.

Here's the car that starts paying dividends from the day you buy it. For little more than the cost of a so-called "low priced" car, you get far more luxury and power.

Then you start saving on operating costs. No other car can match Mercury's 4-year record in official economy tests.

And you start saving on upkeep. Mercury's *proven* V-8 stamina respects your budget. But the biggest dividend of all comes in

the future, at trade-in time. Mercury consistently leads its field for trade-in value.

So look into Mercury now. You couldn't pick a better time. Mercury offers *all* the optional power features—power steering, power braking, the 4-way power adjustable seat . . . plus immediate delivery on optional Merc-O-Matic, smoothest no-shift drive. Try a trial drive. Get the facts on Mercury's greater value—from try-out to trade-in!

Move
ahead
with

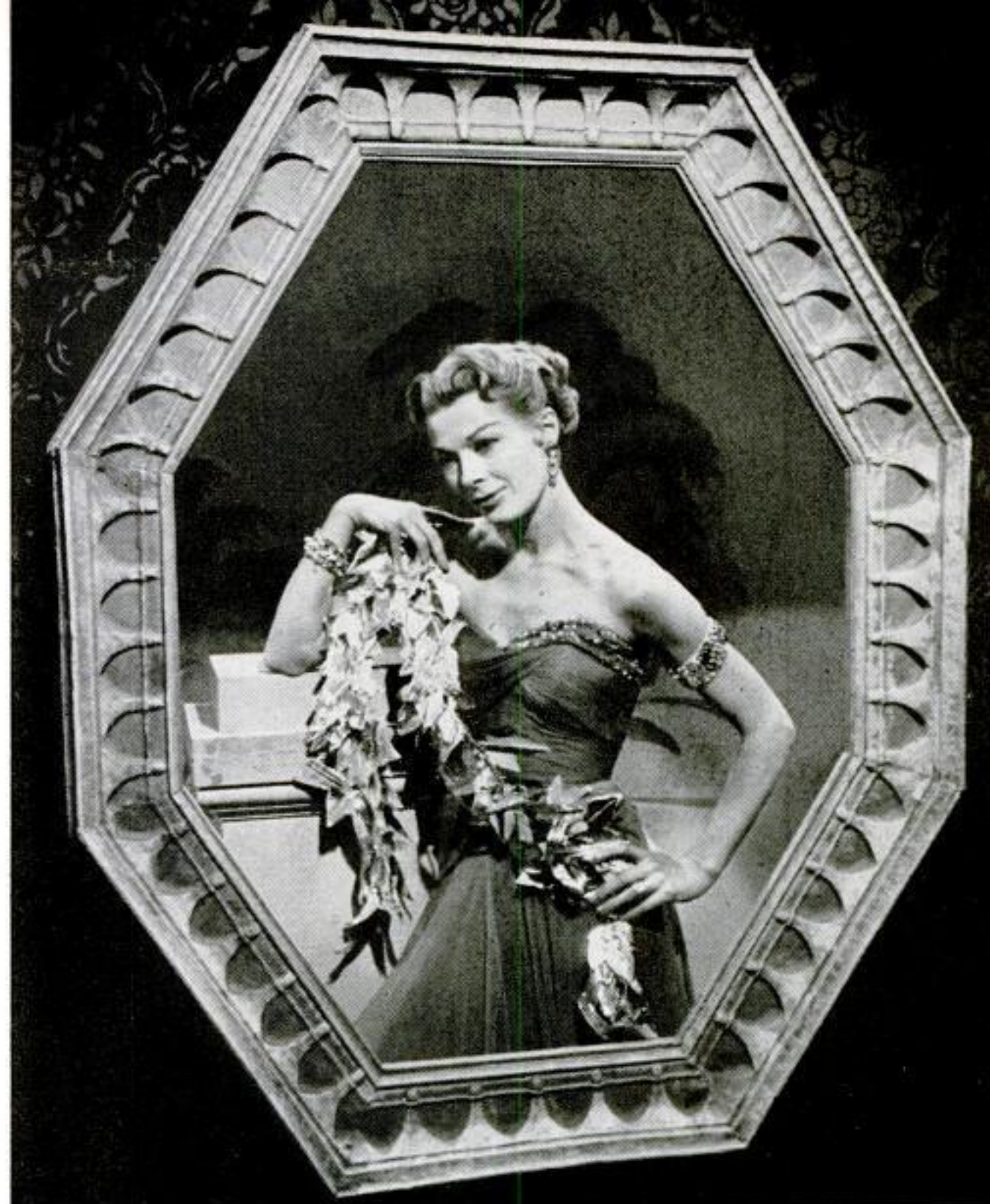
MERCURY

Get more
for your
money

MERCURY DIVISION • FORD MOTOR COMPANY



CAROLYN WYNN APPEARS FOR 10 SECONDS TO EXTOL AN ELECTRIC RAZOR



MAURINE MATTHEWS, LIKE OTHER FRAMED GIRLS, IS PAID \$100 WEEKLY

ON WITH THE GIRLS

Gleason offers them in quantity and in frames

Last year Comedian Jackie Gleason set a TV mark by lining up 16 chorus girls in one show (LIFE, Sept. 29, 1952). This year, punchdrunk with pulchritude, Gleason offers his usual 16 dancers, plus 16 show girls, plus seven stately sirens who pose in frames—making a grand total of 39 beauties, which no other TV show rivals. Gleason thinks straight sex is overdone on TV, picks girls for "interesting cheekbones and slinky eyes." Gleason's main worry, he says, is to think of excuses to get even more beautiful girls into his show (CBS-TV, Saturdays). All he really needs, of course, is Emerson's dictum, "Beauty is its own excuse for being."



GLEASON'S 16 SHOW GIRLS WEAR MINK AND FOX STOLES VALUED AT \$25,000

BETTY BROWN DISPLAYS HER BLOND BEAUTY TO PRAISE A SNORKEL PEN



KAY KELL GOT JOB BECAUSE OF HER SEXY WAY OF SAYING "AWAY WE GO"



CONTINUED ON NEXT PAGE

Wolco Products

Make Life Easier!



Easy-Off

OVEN CLEANER

**Cuts
Oven Grease
Like Magic!**

- NO SCRUBBING!
- NO STEEL WOOL!
- NO RAZOR BLADES!
- NO AMMONIA!

It's Amazing! Just spread this miracle jelly on oven surfaces, wipe off with warm water... your oven's clean! Easy-Off removes even the hardest-crusted, baked-on grease. Works on porcelain-enamel, iron, steel. Get Easy-Off today! Only 69¢.

Large Economy-Size Jar with Free Applicator Brush **98¢**



Guaranteed by Good Housekeeping

It's Here! Amazing Silicone Glass Cleaner!



GLASSPRAY
Makes Glass **SPARKLE**

TWICE AS FAST! TWICE AS EASY!

- No film, no chalky deposit!
- Goes further, lasts longer!
- Won't stain curtains, walls!
- Repels dust, dirt!

You never used anything like it! GlasSpray is the wonderful new glass cleaner that contains Silicone, the magical polishing agent that repels dust, dirt and greasy smudges as never before! Just spray on, wipe off, glass sparkles! Gives a lustrous, long-lasting sparkle! Leaves no film, no chalky deposit. For windows, mirrors, TV screens, car windows—porcelain, marble, enamel, chrome. Won't stain curtains, woodwork, wallpaper.

Applicator Bottle with Sprayer **69¢**

Introductory combination, 69¢ sprayer bottle plus 69¢ pint refill, both for only \$1.29



COPPERKLEEN

Just Wipe Away Tarnish!

Handy, easy-to-use paste cleans and brightens copper utensils and brassware almost instantly! No messy liquid. No spilling. No wasteful soaking up by cloths. Just wipe CopperKleen on lightly, rinse off.

8 Oz. Jar Only 69¢
16 Oz. Economy Jar \$1.00



CHROMEKLEEN

Restores Original Gleaming Lustre!

Keep car bumpers and chrome-work bright as new! Beautify your table broiler, other appliances! Just wipe with ChromeKleen, rub gently, rinse. No buffing. Removes rust as it polishes! Get a jar today.

8 Oz. Jar Only 69¢
16 Oz. Economy Jar \$1.00



THE WOLCOTT CO., 36 WOODLAND ST., HARTFORD 5, CONN.

On with Girls CONTINUED

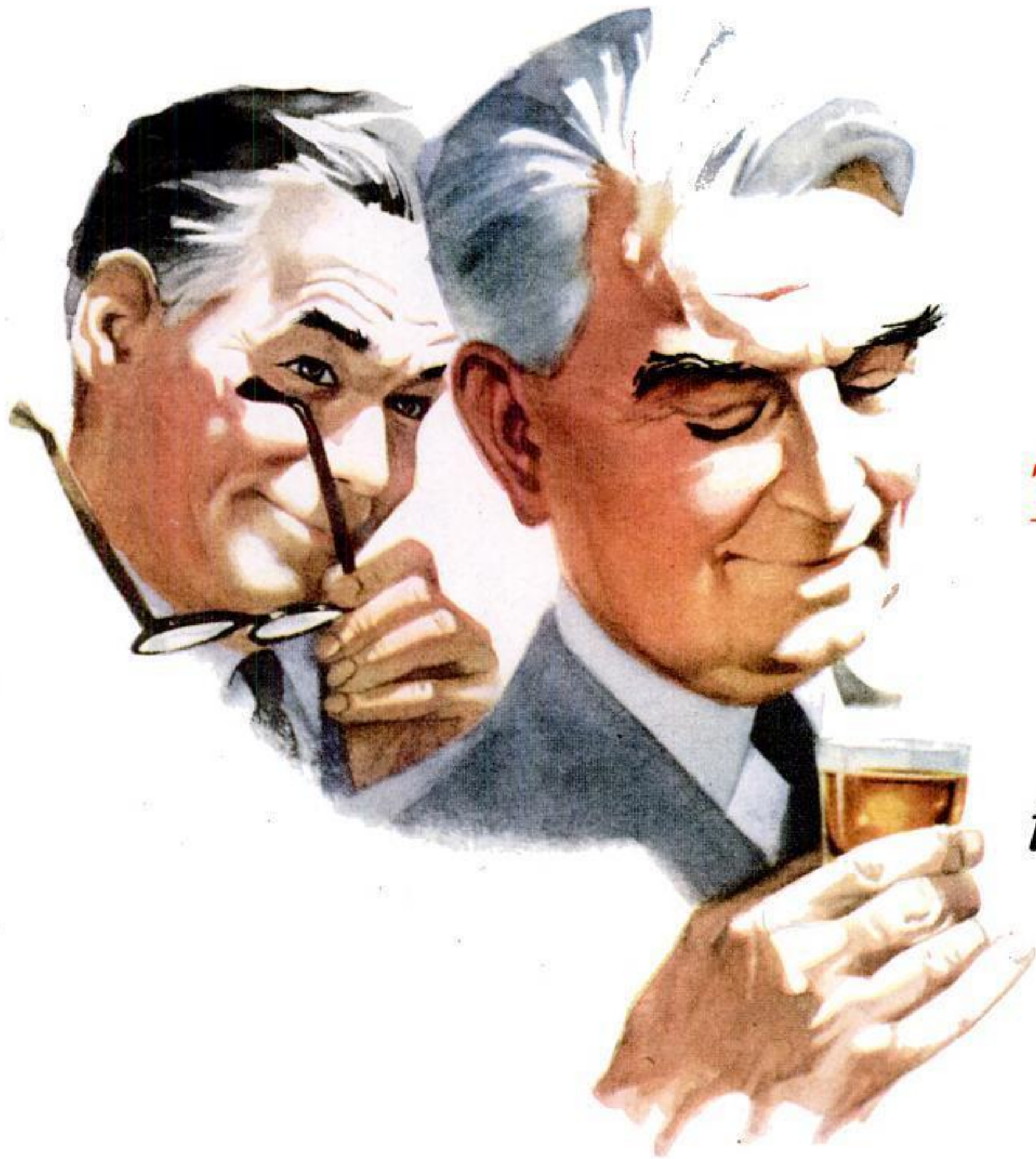


LIMBERING UP IN MINK before going on, Dancer Pat Cotten, who makes \$140 a week, does one-legged squeeze (above), easily touches toes (below).



CONTINUED ON PAGE 117

The partners of Bellows & Company
had 53 whiskies to choose from . . .



*This is the
one they
chose for
themselves*



They called it "**Partners Choice.**"
Today this identical brand is yours to enjoy. It contains
more aged whiskies than any other
nationally sold blend at its price—delicately
balanced with fine grain neutral spirits.
Isn't it time you tried it?

BELLOWS **PARTNERS CHOICE**

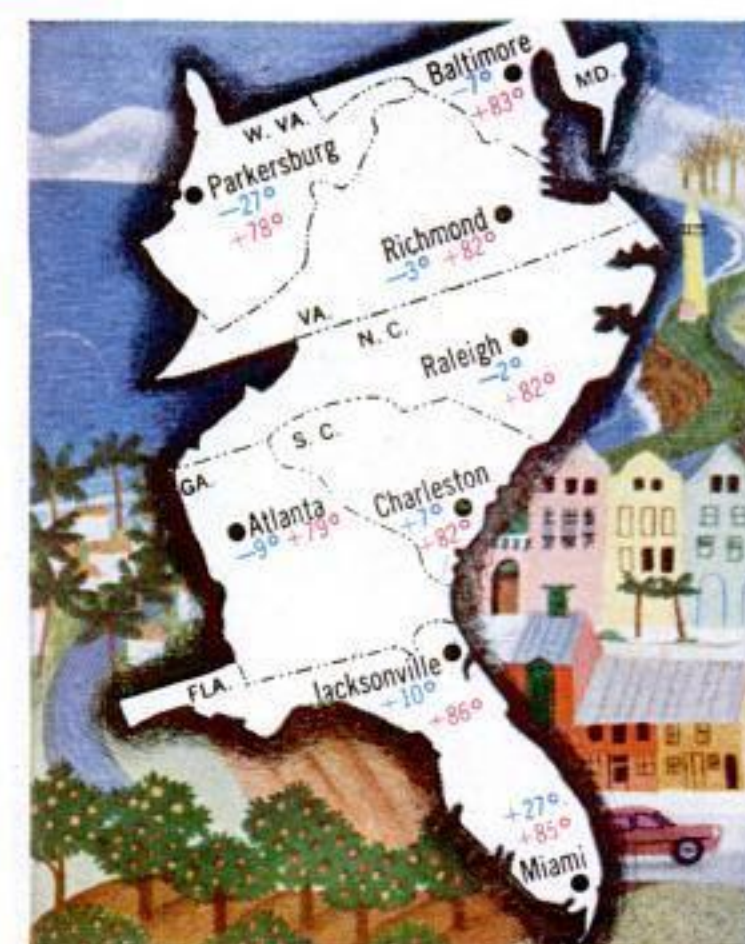
BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

How Cold (OR HOT) will it get this Winter?

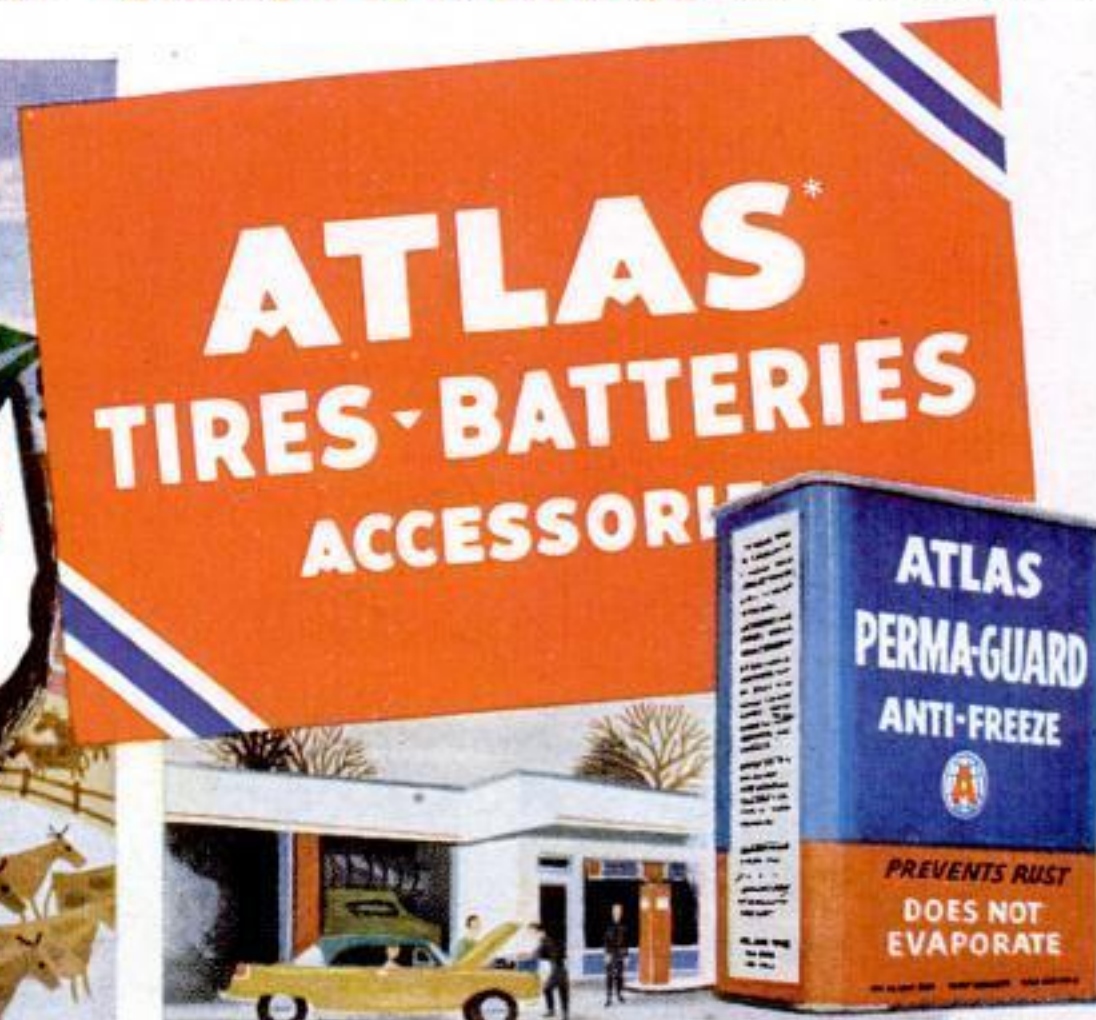
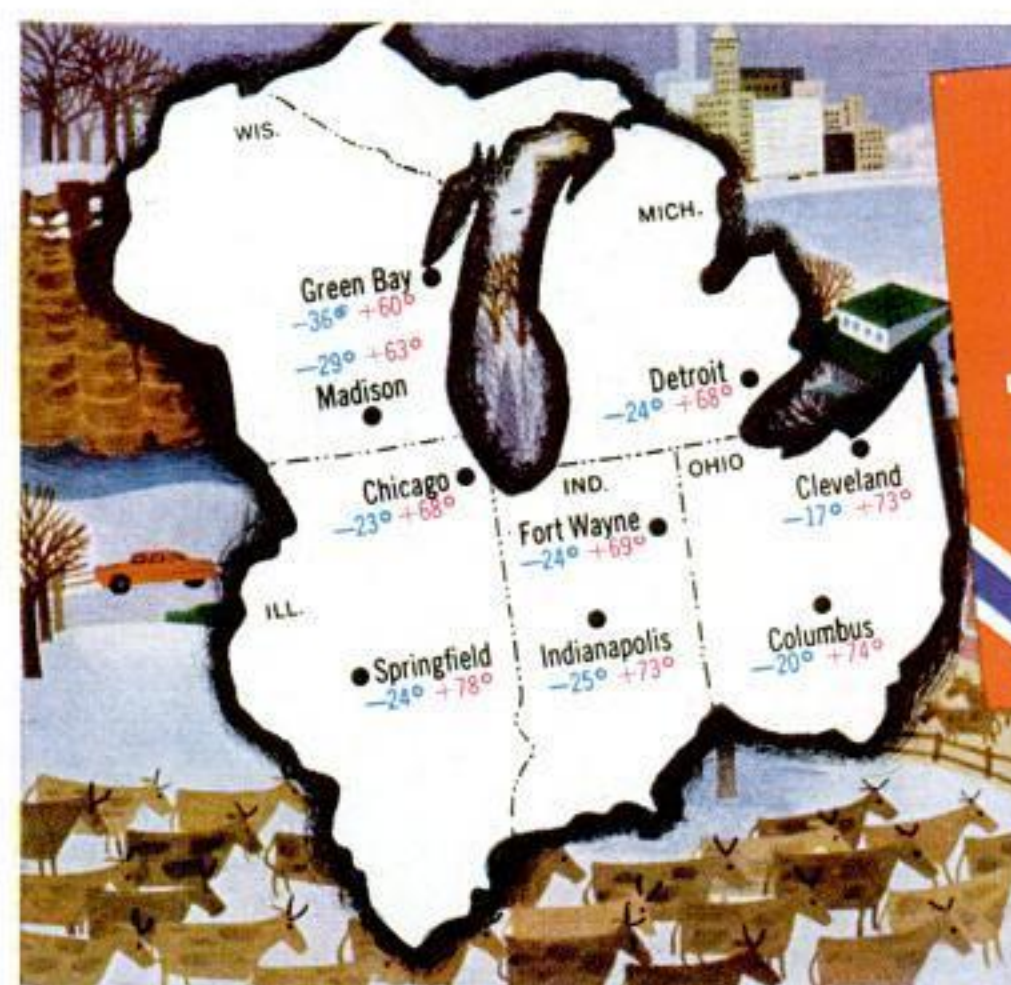
All-time lows (blue figures) and highs (red figures) for winter months appear on maps below. Temperatures recorded by U.S. Weather Bureau.



Whatever the weather ahead, you can be sure of protection



all winter long with **Atlas Perma-Guard* Anti-Freeze**. It won't



freeze at 60° below zero...won't boil off or evaporate at 230° above.

Why wait? Avoid the last-minute rush. Get Atlas Perma-Guard at your local Atlas dealer today.
38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

*TRADE-MARK REG. COPYRIGHT 1953, ATLAS SUPPLY COMPANY, NEWARK 2, N. J.



ADMIRING A GIRL, Louise Ferrand, a dancer who works seven minutes in two numbers, Gleason says motto is: "We cut down on sets and add girls."



DURING FRANTIC REHEARSAL, Gleason eats and keeps an eye on his dancers. He not only stars in the show but also does most of the directing.

CONTINUED ON NEXT PAGE

Get a new **Tek** for every member of your family

*No better brush
at any price*



how do you look when you smoke?



DOES YOUR CIGARETTE DROOP? YOUR HOLDER KEEPS IT STRAIGHT



DOES SMOKE GET IN YOUR EYES? ALL'S CLEAR WITH DENICOTEA



DO YOU SMOKE WITH YOUR FINGERS? THIS IS THE MODERN WAY



The Dunhill holder makes you look *good*.
But more importantly, it lets you *feel* good.
When you put this filter holder between you
and your cigarette—*any* cigarette—smoking
suddenly becomes *clean*!

The exclusive Denicotea *crystal* filter
purifies the smoke as no ordinary cotton,
paper or fiber type of filter possibly can.

You'll know the difference in your nose and
throat . . . in cleaner fingers and teeth.

Used and recommended by a significant
number of physicians and dentists all over the
world. *Three lengths, 2.50 and 3.50, including
extra filters. At stores everywhere.*



DE-NICOTEA cigarette holder
FOR SMOKERS WHO THINK

This crystal filter does it
No cigarette can contain a filter *this* good . . .
this long . . . *this* thirsty for nicotine and tars!

On with Girls CONTINUED

PIGTAILED GIRL JOINS SHOW



YOUNGEST GIRL in show, 16-year-old Phyllis Palmer from Jacob's Creek, Pa., is taught how to walk: "Put your hands on your hips and swing!"



PULLED AROUND, Phyllis learns how to avoid bumping into other girls. Phyllis was encouraged when Gleason said that her braid was a big asset.



ESCORTED HOME after TV rehearsal by two older sisters who never allow her to go out on streets alone, Phyllis attracts stares in midtown Manhattan.

You've never had it this good!

Sophie ♥ Mae

PEANUT BRITTLE

From a prized heirloom recipe
of the Old South... a delicious brittle
that isn't sticky!

Fill the Candy Jar with
Sophie ♥ Mae Peanut Brittle—
and the family is in for some
dandy nibbling. They've never
had brittle this good! Extra
thin... crammed with finest
Georgia peanuts... *never sticky*.
Foil-wrapped boxes protect
its luscious flavor...
kitchen-crisp quality.
Try it today!



New! Flavor-full!
SOPHIE ♥ MAE
COCONUT BRITTLE
with Peanuts

We ship direct to
retailers fresh daily

GET A BOX AT YOUR FAVORITE FOOD STORE... SUCH GOOD BRITTLE FOR SO LITTLE!

SOPHIE ♥ MAE Candy—Atlanta, Georgia

NEW!

CHEF BOY-AR-DEE®

MEAT BALLS with **GRAVY**

Best meat balls you ever tasted!

Braised and browned by the chef's own secret recipe!



Pure beef meat balls!

Ten of them in every can. Plump, brown, specially braised to keep in their delicious natural juices.

Rich, brown gravy!

Lots of it—with real homemade goodness. Blended to savory perfection with the chef's special skill.

Just heat and serve!

Make a *meal* in no time at all. Serve Meat Balls with Gravy on noodles, mashed potatoes, rice or toast.

Less than 15¢ a serving!

A real buy in pure, top-quality beef and rich, brown gravy. Get a can today!

You'll enjoy the Chef's other superb products, too—Spaghetti and Meat Balls, Ravioli, Spaghetti Dinner, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls and Spanish Sauce.

Save time!
Save money!
Make one
night a week
"CHEF NIGHT"

'TEA AND SYMPATHY'

Deborah Kerr, triumphant in Broadway debut, saves a boy from suicidal despair

Tea and Sympathy is the season's first big news on Broadway. It launches Deborah Kerr, fresh from her good movie work in *From Here to Eternity*, as a powerful and sensitive new stage star. It launches 34-year-old Robert Anderson as an able new dramatist. And it gives Broadway what will probably be its most talked about new hit. The play, directed by Elia Kazan, deals intelligently with a difficult theme: Laura, a prep school housemaster's wife, befriends Tom, one of the students, by inviting him

into her living room for what is traditionally called tea and sympathy. A sensitive boy, Tom is falsely accused of lacking masculinity. Shunned by classmates and mistrusted by his father, Tom is particularly despised by Laura's rugged husband. In a desperate attempt to prove his manhood, he seeks out an ugly prostitute but finds himself repelled by her. Hoping to turn the boy from suicidal despair, Laura, who is already alienated from her husband, ends the play on a moving and compassionate note (*below*).

ON AN ERRAND OF MERCY LAURA (DEBORAH KERR) COMES TO THE ROOM OF THE SCHOOLBOY, TOM, AND OFFERS HIM THE ONE CONSOLATION HE NEEDS, HER LOVE



Seal in All Your Horse- power

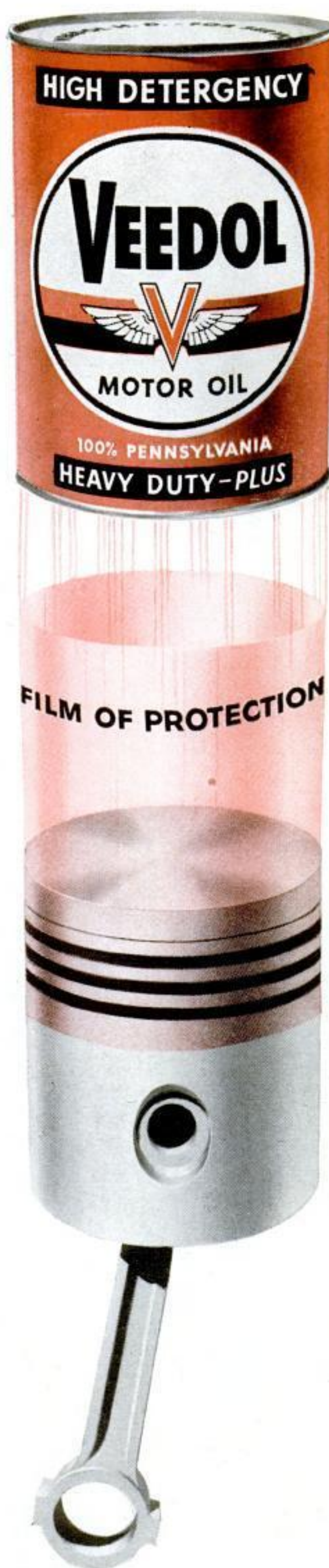
with the
Veedol High-Detergency
"Film of Protection"



Don't lose *any* of the horsepower the makers built into your powerful engine! Seal in *all* the fine performance of your car . . . with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil is "100% Pennsylvania." By resisting blow-by, it seals in horsepower. By holding contaminants in suspension, it assures a cleaner engine after draining. And by forming a protective anti-corrosion film on metal surfaces, it fights the ravages of acid "engine sweat." So . . .

KEEP all your horsepower! Use all the power your car can deliver . . . by draining and refilling your crankcase every thousand miles with fresh VEEDOL High-Detergency motor oil!



TIDE WATER
ASSOCIATED
OIL COMPANY



Federal Flying-A-Tires . . .
Good for a long safe ride!

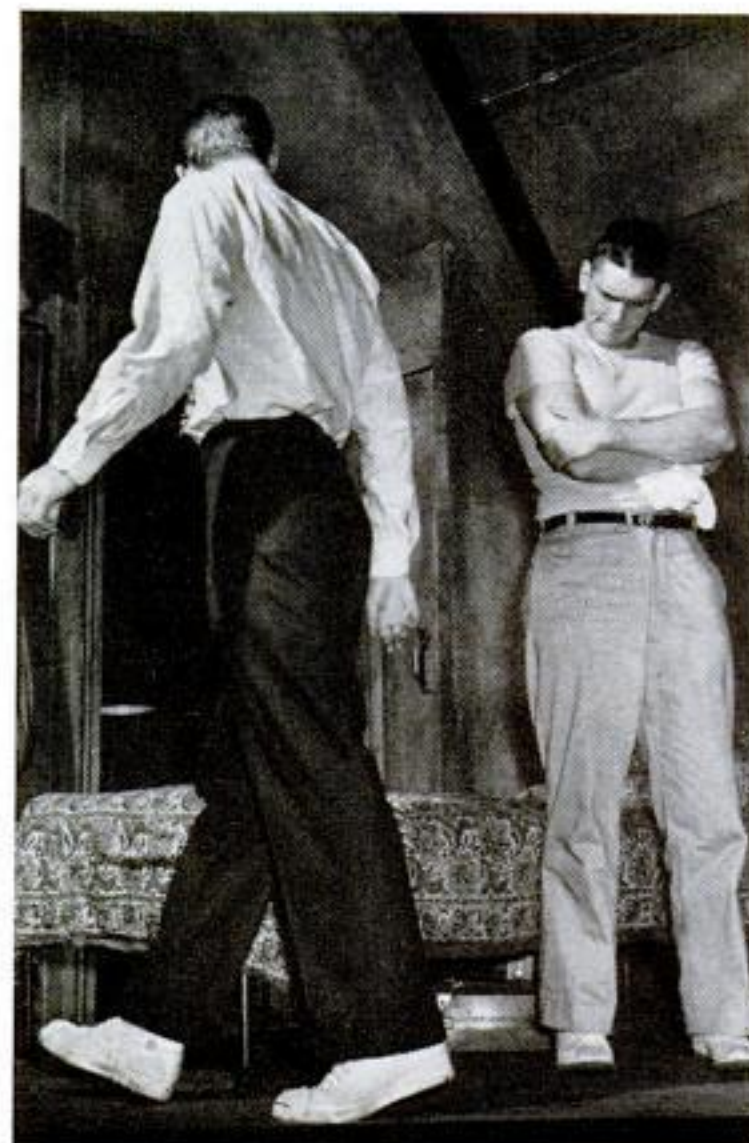
'TEA AND SYMPATHY' CONTINUED



UNCOMFORTABLE TOM, excellently acted by John Kerr (no relation to Deborah Kerr) stands by as fellow students get adolescent thrill from peering



IN MASTER'S QUARTERS Tom's father (left), paying an unexpected visit on school alumni business, hears from Housemaster Reynolds and wife that

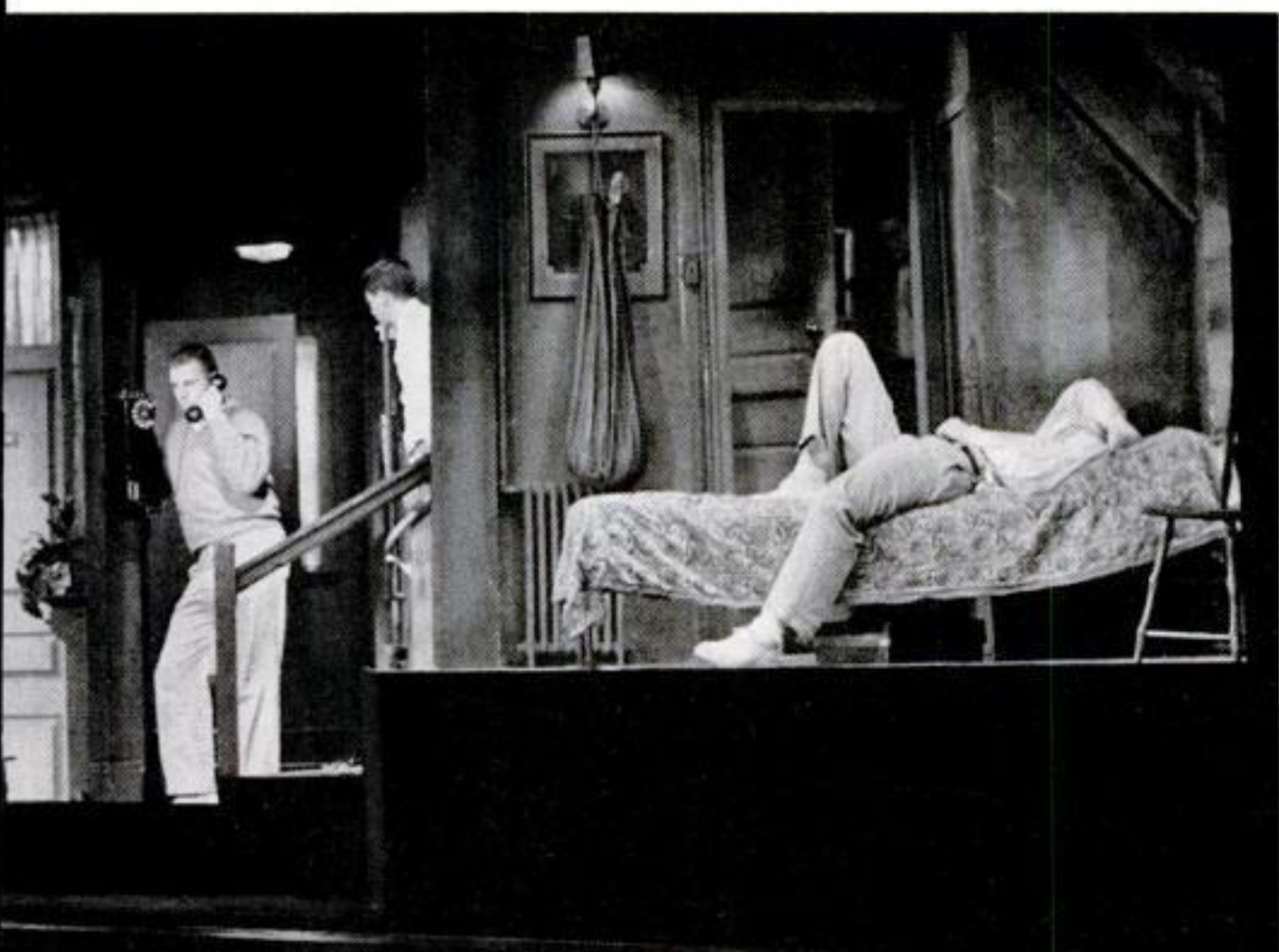


WALKING LESSONS are given to Tom (left) by friendly roommate (Dick York), who suddenly decides Tom's walk should be made more masculine.

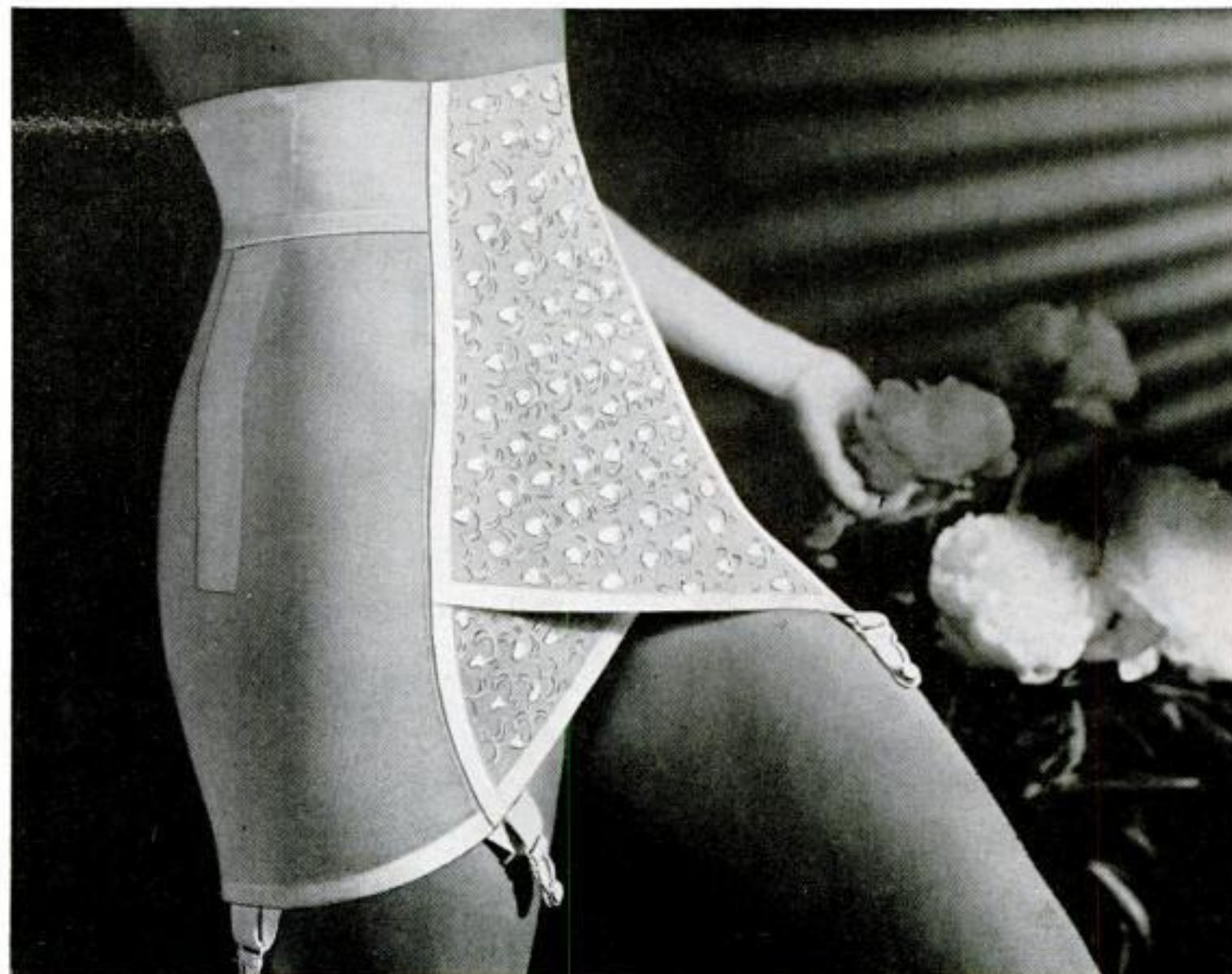
UNHAPPY PAIR break up their marriage when Laura accuses husband (Leif Erickson) of being cruel to Tom because of his own moral weakness.



through window at a mother nursing her baby. Tom feels even more apart from classmates when he is dressed up by Laura to act girl's role in school play.



Tom is likely to be expelled. While other boys make dates on telephone, Tom up in his room suffers from a bloody nose he got from his hostile classmates.



THE GIRDLE THAT WALKS AND WON'T RIDE UP

Famous Sarong criss-cross front gives complete freedom, flattens stomach. Lightweight, boneless, with long-cut back for thigh control. Styles for all figure types, sizes 24 to 40. 7.95 to 15.00
Sarong Jr. small, medium, large, 5.95

no thigh bulge —
even when you sit!

Sarong
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Musical Masterworks Society, Inc.
Dept. 4310, 250 West 57th St., New York 19, N. Y.

Send me FREE the LP Mozart recording, together with records checked below. I enclose \$1.50 for each record checked plus 25¢ per record for shipping. (NO shipping charge if 5 or more records ordered.) If not delighted, I may return any record in 5 days for refund. The Mozart record is mine to keep in any case.

☐ TCHAIKOVSKY: Symphony No. 4 in F Minor. Netherlands Philharmonic Orch. Walter Goehr, cond.

☐ BEETHOVEN: Symphony No. 5 in C Minor. Utrecht Symph. Orch. Paul Hupperts, cond.

☐ BRAHMS: Symphony No. 3 in F Major. Zurich Tonhalle Orch. Otto Ackermann, cond.

☐ BACH: ORGAN RECITAL. Toccata, Adagio and Fugue in C Major; Toccata and Fugue in D Minor; Toccata in F Major. Alexander Schreiner, at Salt Lake City Tabernacle organ.

☐ LALO: Symphonie Espagnole. Richard Odnoposoff, violinist; Utrecht Symph. Orch. Walter Goehr, cond.

☐ MENDELSSOHN: Violin Concerto in E. Minor. L. Kaufman, vio-

linist; Netherlands Philharmonic Orch. Otto Ackermann, cond.

☐ DUKAS: The Sorcerer's Apprentice. Utrecht Symph. Orch. Paul Hupperts, cond.

☐ MOUSSORGSKY: Night on Bald Mountain. Netherlands Philharmonic Orch. Walter Goehr, cond.

☐ CHOPIN: Piano Concerto No. 2 in F Minor. Mewton-Wood, pianist; Radio Zurich Orch. Walter Goehr, cond.

☐ HAYDN: Symphony No. 96 in D Major. "Miracle". Winterthur Symph. Orch. Walter Goehr, cond.

☐ HAYDN: Isola Disabitata (Overture). Zurich Tonhalle Orch. Otto Ackermann, cond.

☐ BIZET: Symphony in C Major. Utrecht Symph. Orch. Paul Hupperts, cond.

☐ SCHUBERT: Symphony No. 5 in B-Flat Major. Winterthur Symph. Orch. Fritz Busch, cond.

☐ MOZART: Piano Concerto No. 20 in D Minor. Frank Pelleg, pianist; Musical Masterworks Symph. Orch. Walter Goehr, cond.

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TOTAL ENCLOSED \$.....

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(PLEASE PRINT)

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City..... Zone.. State.....
Dept. 4310

MUSICAL MASTERWORKS SOCIETY, Inc.

Now...a lotion Scientifically

Amazing effects right away!

Chapping clears quickly...

Redness fades out...

Palm calluses reduce...

Rough elbows soften, whiten...

THIS REVOLUTIONARY NEW LOTION by Pond's does more than just *superficially* smooth your hands—it relieves the *causes* of chapped redness and roughness.

Angel Skin actually *heals* chapped skin.

Deep softening action

Unlike other hand lotions, the goodness of Angel Skin is *not stopped* on the outer surface of your skin—but goes *deep*.

It quickly penetrates the dead-skin surface roughness, and brings immediate help to the living skin tissue beneath. Angel Skin promotes *natural* skin health.

Prevents dryness and irritation from soap and detergent alkalies

Of all the leading hand lotions today, *only* this new Pond's lotion is scientifically designed to *neutralize* drying alkaline effects of soaps and

detergents. This is why busy housewives report such amazing improvement in their hands from the regular use of Angel Skin.

Now—no more sticky “coating” on your skin!

It's impossible for this revolutionary new lotion to leave any sticky film on your skin, because—again unlike other leading lotions—Angel Skin contains no “filler.” Your skin takes up *all* its fragrant richness—*immediately*. Gets the full benefit of its *deep* softening action.

You see its amazing effects on chapped, rough skin—right away

Dry, scratchy roughness smooths out.
Flushed angry redness fades.

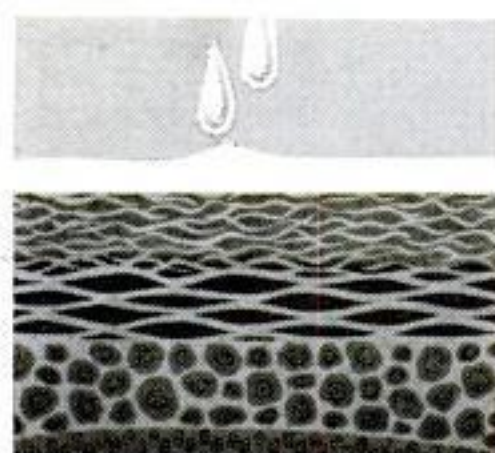
Coarsened skin of knuckles, cuticles, feet and elbows becomes soft again.

Your hands are softer, smoother, whiter—*younger looking*.

Hundreds of women who have tested Angel Skin say, “Wonderful! The best lotion I've ever used!” Get a bottle of fragrant, creamy-pink Angel Skin by Pond's *today*. See its amazing effects on *your* hands. 49¢ and 25¢, plus tax. (Slightly higher in Canada.)

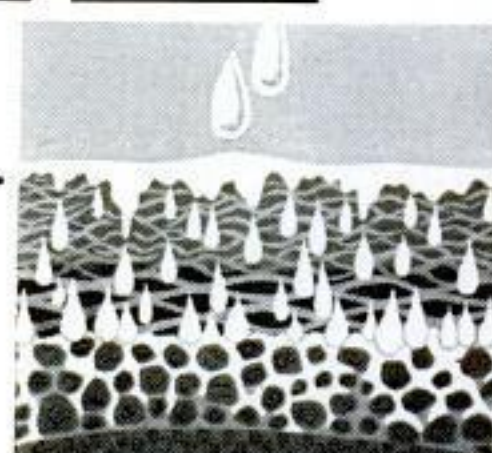
MAGNIFIED DIAGRAM OF SKIN SHOWS ANGEL SKIN'S DEEP SOFTENING ACTION

OTHER LOTIONS stop
at the skin surface—
... give the skin only
superficial smoothing



ANGEL SKIN penetrates
the outer skin surface—

Brings immediate help
to living skin tissue—
where chapped roughness
and redness begin



© 1953 Pond's Extract Co.

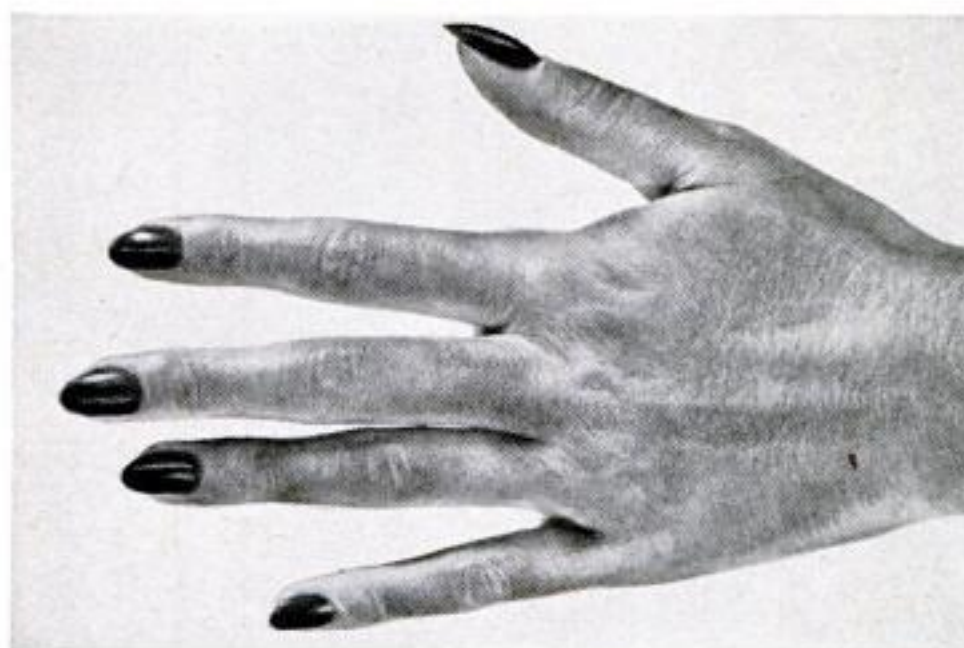


years ahead

GIVE IT THESE HARD TESTS



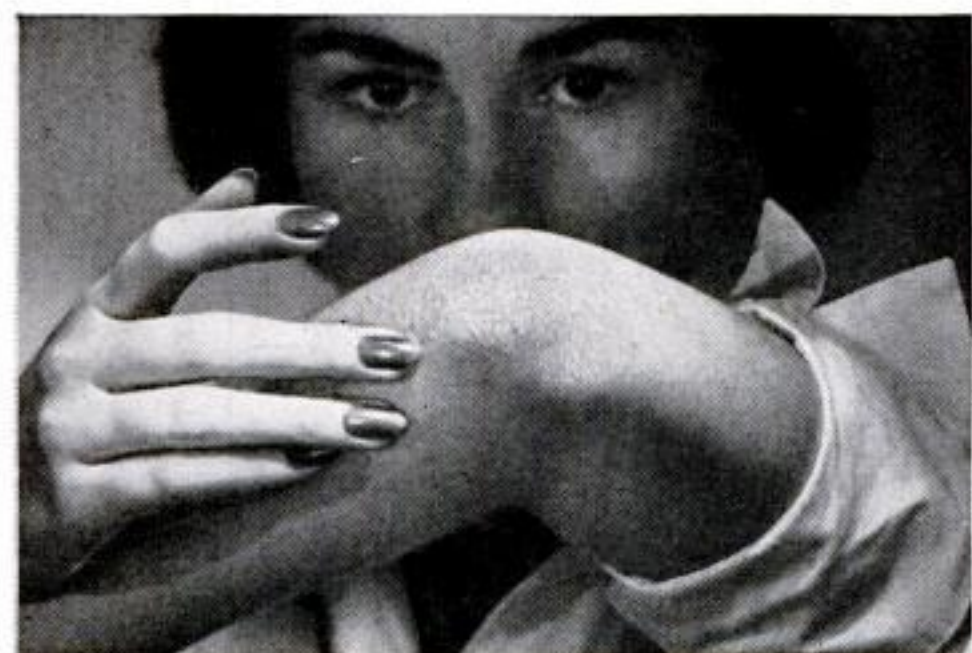
Chapping—See Angel Skin's deep softening action smooth dry, roughened, scratchy skin—right away. Actually *heals* chapping. Used regularly, Angel Skin by Pond's acts to prevent further chapping



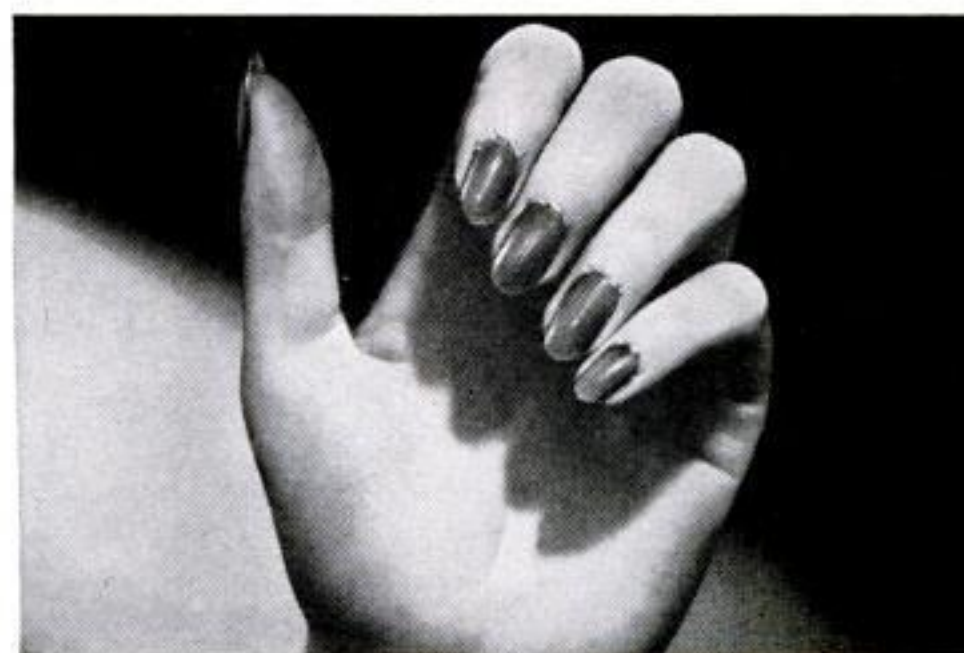
Red Hands—Angel Skin quickly penetrates dead surface skin, goes deep to where redness *begins*. Angel Skin brings flushed, hyperemic, chapped skin back to normal . . . the red fades out



Dried-out "detergent hands"—Of all the leading lotions, *only* Pond's Angel Skin actually *counteracts* the drying, chemical action of soaps and detergents. Angel Skin *prevents* soap irritation and dryness



Rough, dry elbows and heels—Angel Skin smooths off skin roughnesses . . . restores normal color and softness to coarsened elbows and heels



Hangnails—Angel Skin softens and smooths away the ragged cuticle skin that causes hangnails. Rough cuticle becomes smooth and even



Calluses—The "keratolytic" action of Angel Skin reduces the thickened, hard skin of palm calluses till only the soft natural skin remains

Angel Skin

by **POND'S**

Clip this coupon—Send for a "PROVE IT" sample

POND'S, DEPT. A-310-19, CLINTON, CONN.

I am definitely interested in finding a lotion that will really *do* something for rough, chapped, reddened skin. Please send me a generous introductory sample bottle of Angel Skin right away. I enclose 10¢ to cover cost of postage and packing.

My name _____

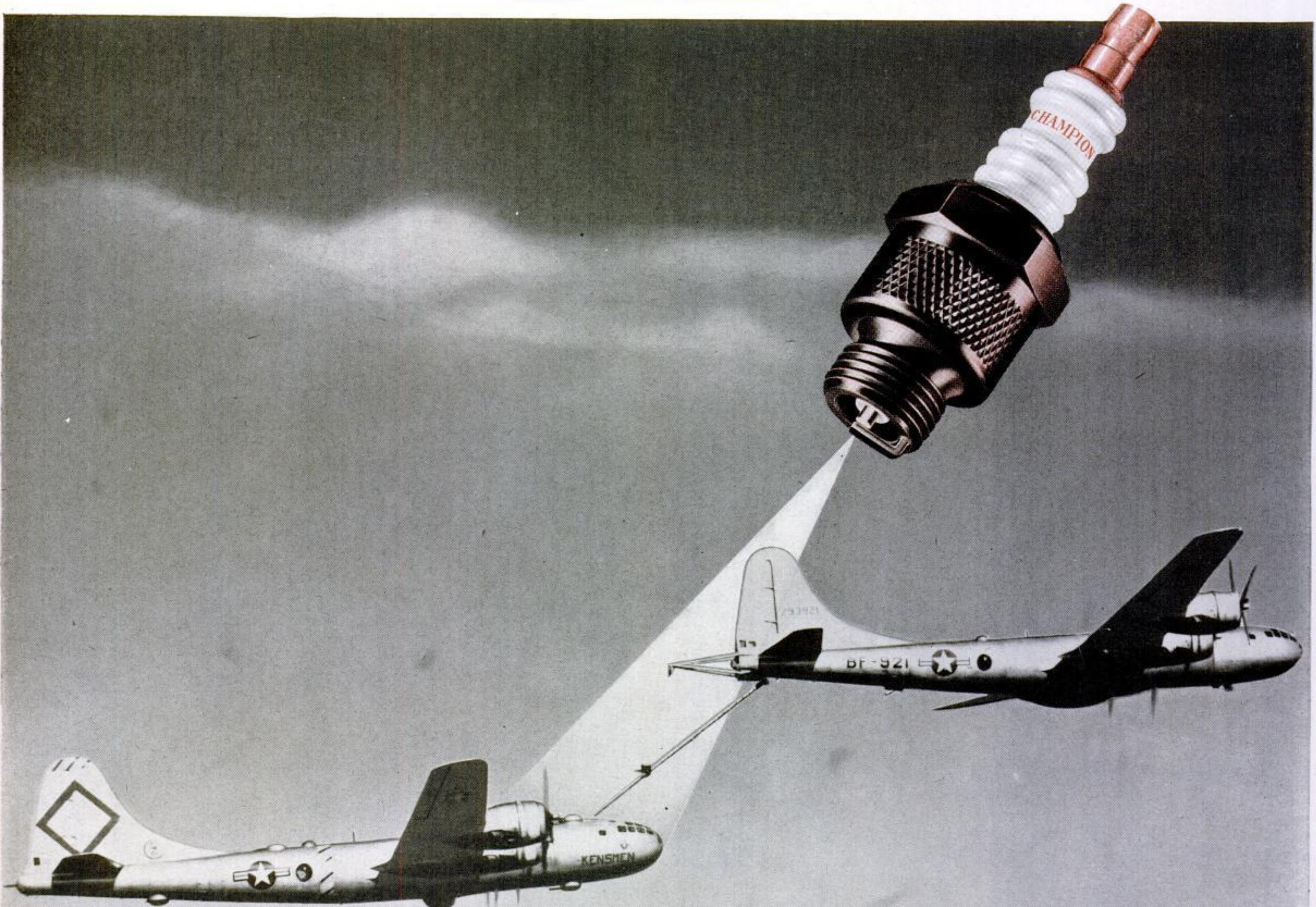
Street Address _____

City and Zone _____ State _____

IN CANADA, mail to Pond's, 791 St. Clair W., Toronto, Ont.

Spark Plugs That Perform **LIKE THIS**—

Will Make **YOUR CAR** Perform Better!



Official U. S. Air Force Photo

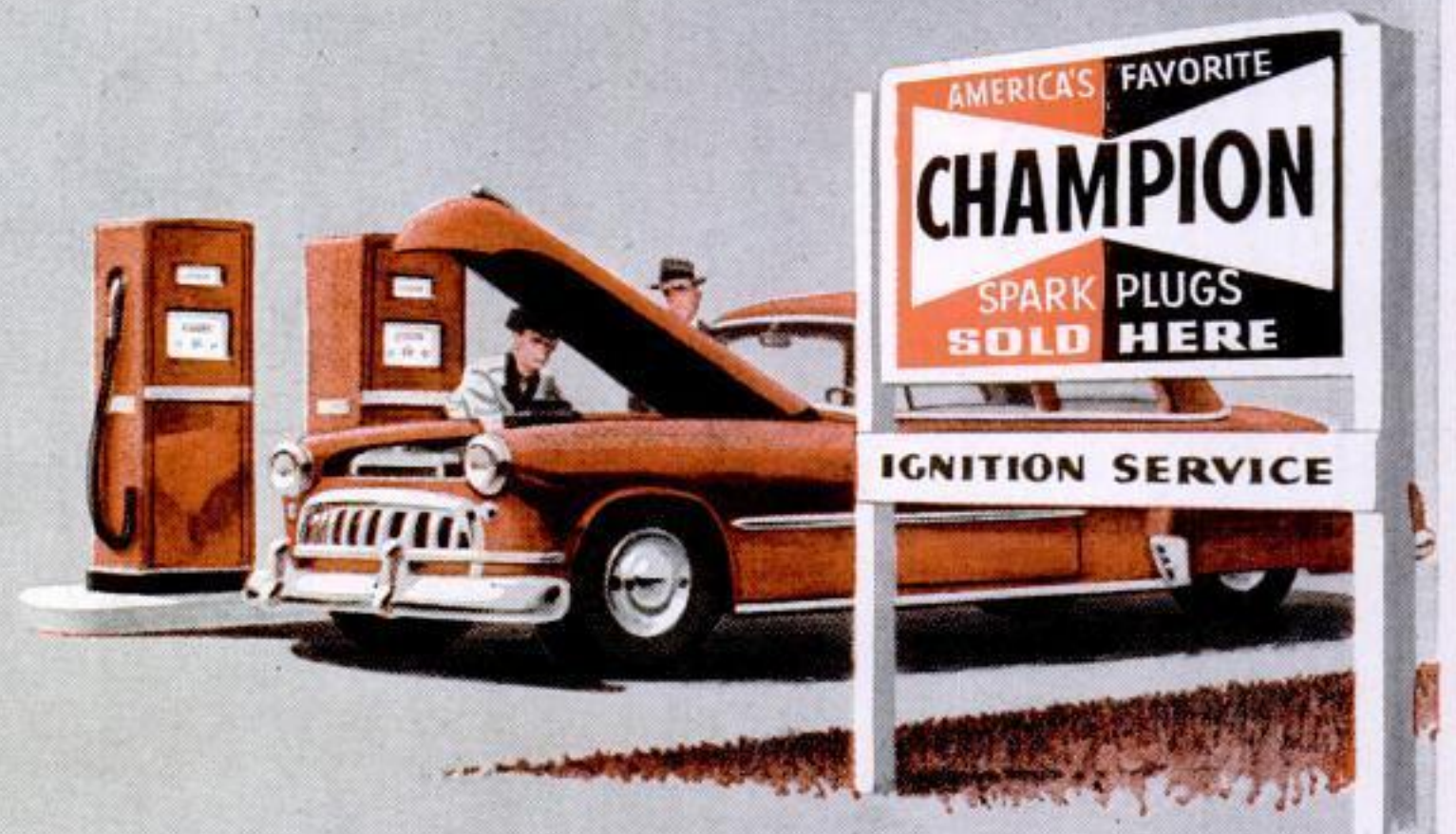
REFUELING IN FLIGHT presents the ultimate demand for flawless spark plug performance—and Champion, a prime supplier to the United States Air Forces, meets it!

Such challenges to Champion research and engineering mean better spark plugs for the American motorist to whom Champion has been the largest supplier for over a quarter century.

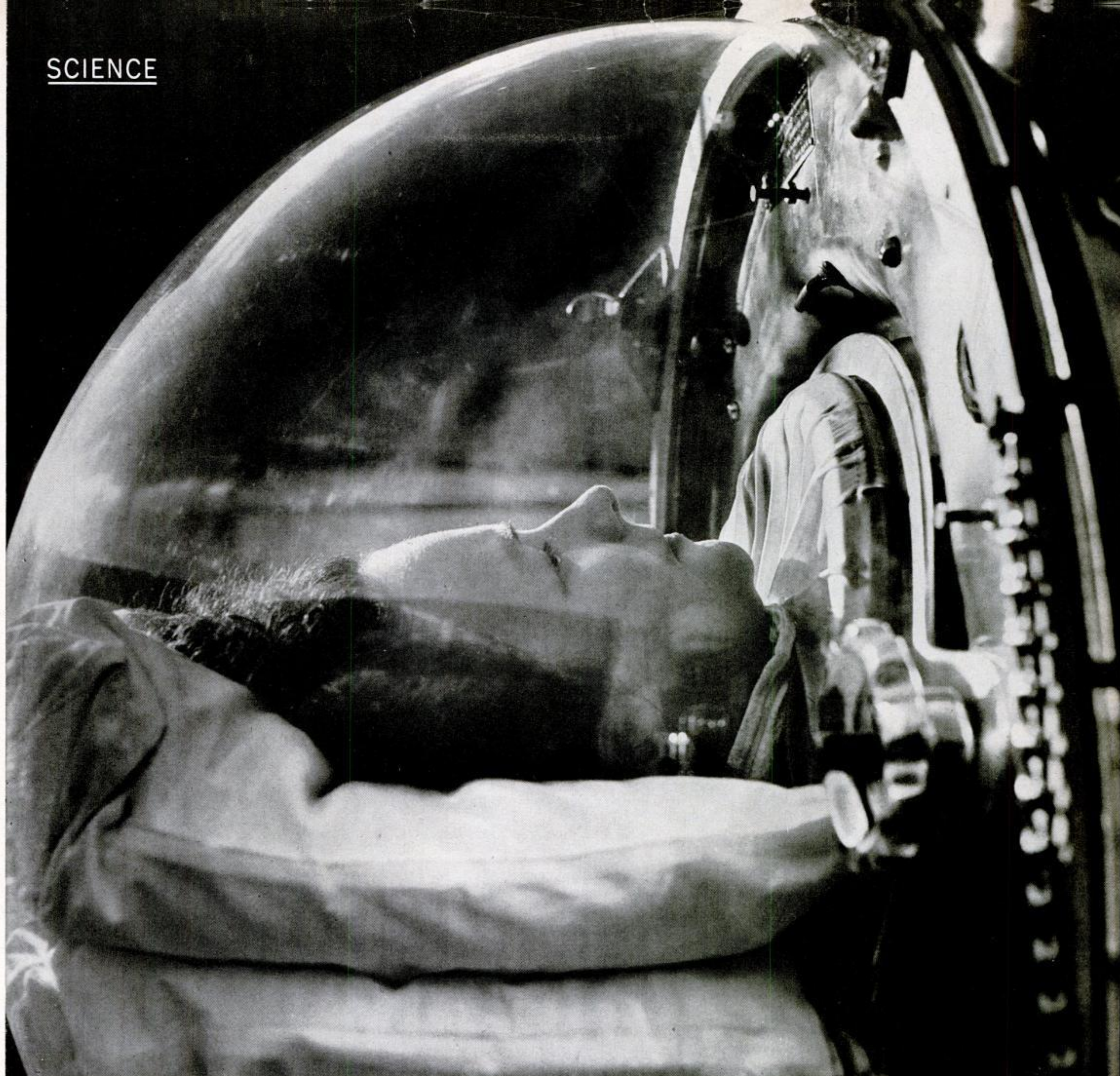
When you purchase Champion Spark Plugs for your car you are obtaining the world-famed product of a company which devotes all its research, resources and integrity to the production of spark plugs alone.

There is a Champion Spark Plug expressly developed for *your* car, whatever make or model it may be. Try a set—you will never again be satisfied with ordinary spark plugs.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



*Better by Far for **EVERY CAR** Regardless of Make or Year*



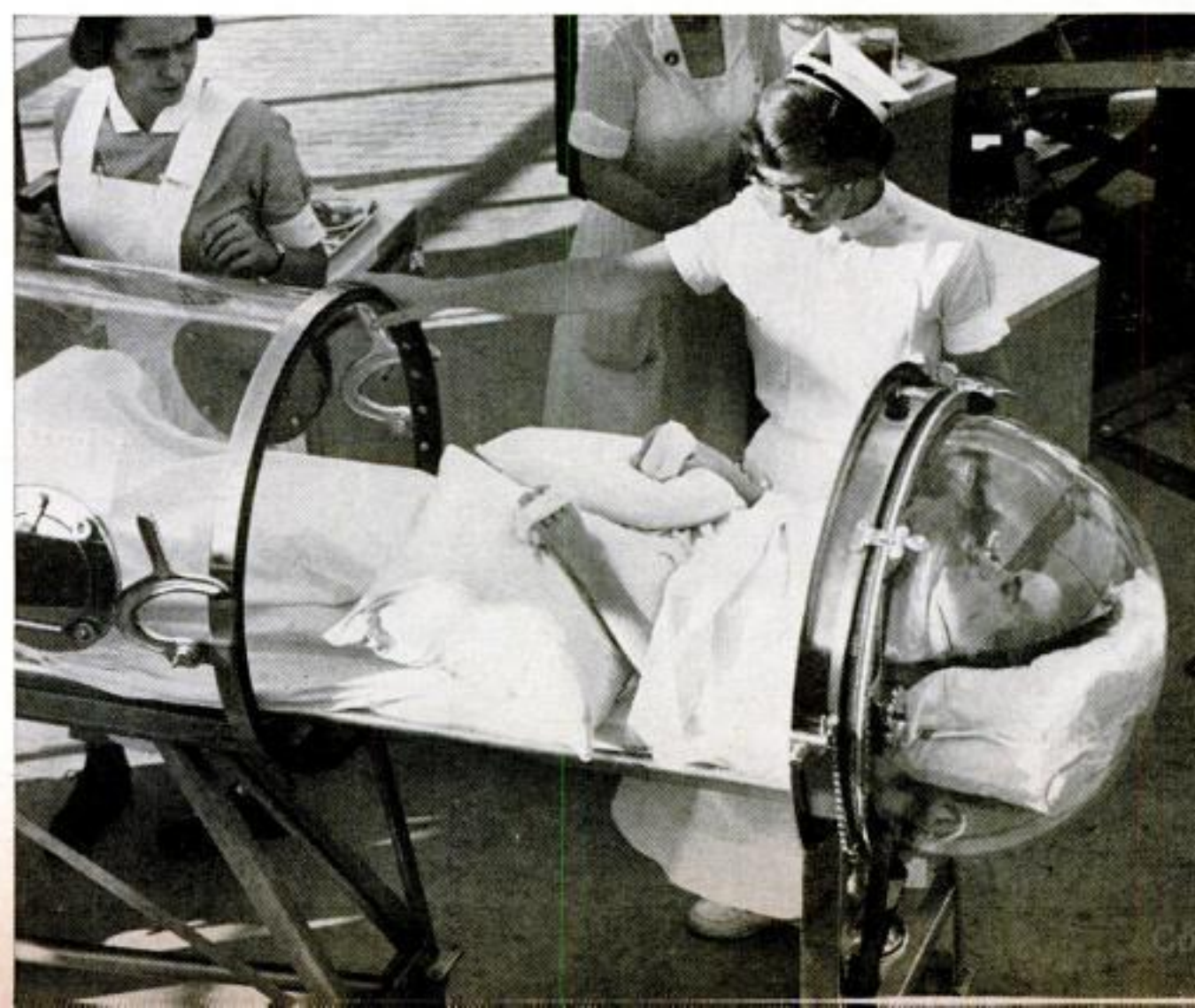
HER HEAD ENCLOSED WITHIN A PLASTIC BUBBLE, MRS. RUTH WANE BREATHES AIR PUMPED IN UNDER PRESSURE WHILE IRON LUNG'S CASING IS REMOVED

A BETTER BREAK FOR POLIO PATIENTS

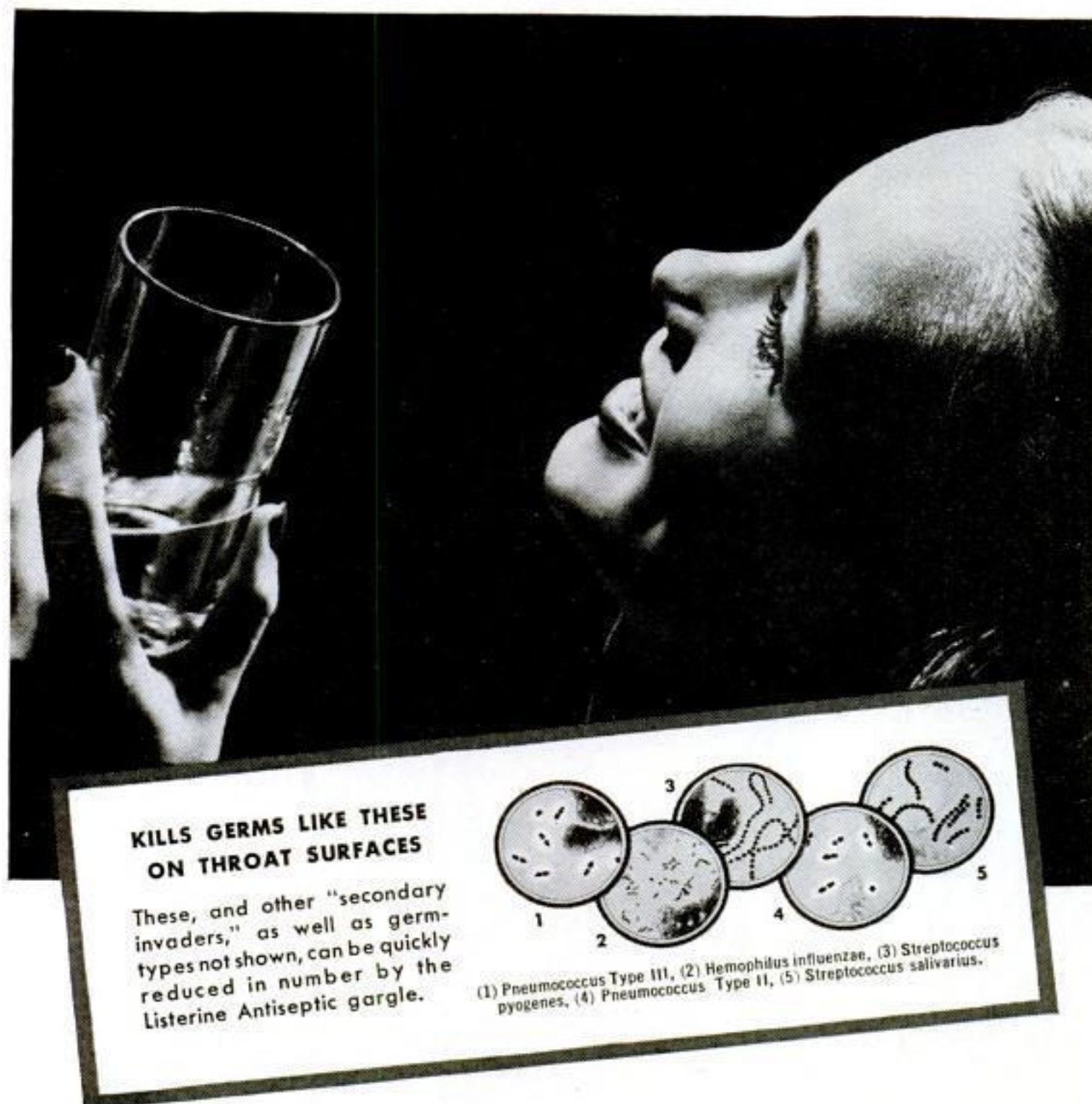
Improvements give a respite from iron lung life

To a polio victim who can no longer breathe for himself nothing is more disheartening than the thought of spending every hour of his life flat on his back in an iron lung. Watching the world reflected in the mirror above him, he has one compelling desire—to escape, if only briefly, from monotonous immobility. In the past few years the iron lung has been radically altered to make life within it more bearable. By enclosing the patient's head in a plastic bubble (*above*), air can be pumped in and out of his lungs while the rest of the machine is removed (*below*). Thus long periods of therapy and nursing care are possible. Doctors are also experimenting with a new lung in which patients can actually sit up. But most encouraging of all new developments is a breathing technique (*p. 123*) which enables patients to leave their iron prisons for hours at a time and return to a world they once thought they would never see again.

NURSE SLIDES THE LUNG CASING BACK IN ORDER TO MASSAGE MRS. WANE →



COLDS and SORE THROATS can be DANGEROUS INFECTIONS...



Give them ANTISEPTIC TREATMENT!

There are no known cures for a cold, but research proved that Listerine can often be mighty effective in helping to reduce their number and their severity. That is also true in reducing the number of sore throats.

Tests made over a 12-year period showed that regular twice-a-day Listerine users had fewer colds, and usually milder ones, and fewer sore throats than non-users.

That is because Listerine Antiseptic treats colds, and sore throats due to colds, as the infections they really are . . . treats them with safe, germ-killing action.

Kills Germs on Throat Surfaces

You see, Listerine Antiseptic reaches

At the first symptom . . .

LISTERINE ANTISEPTIC Quick and Often

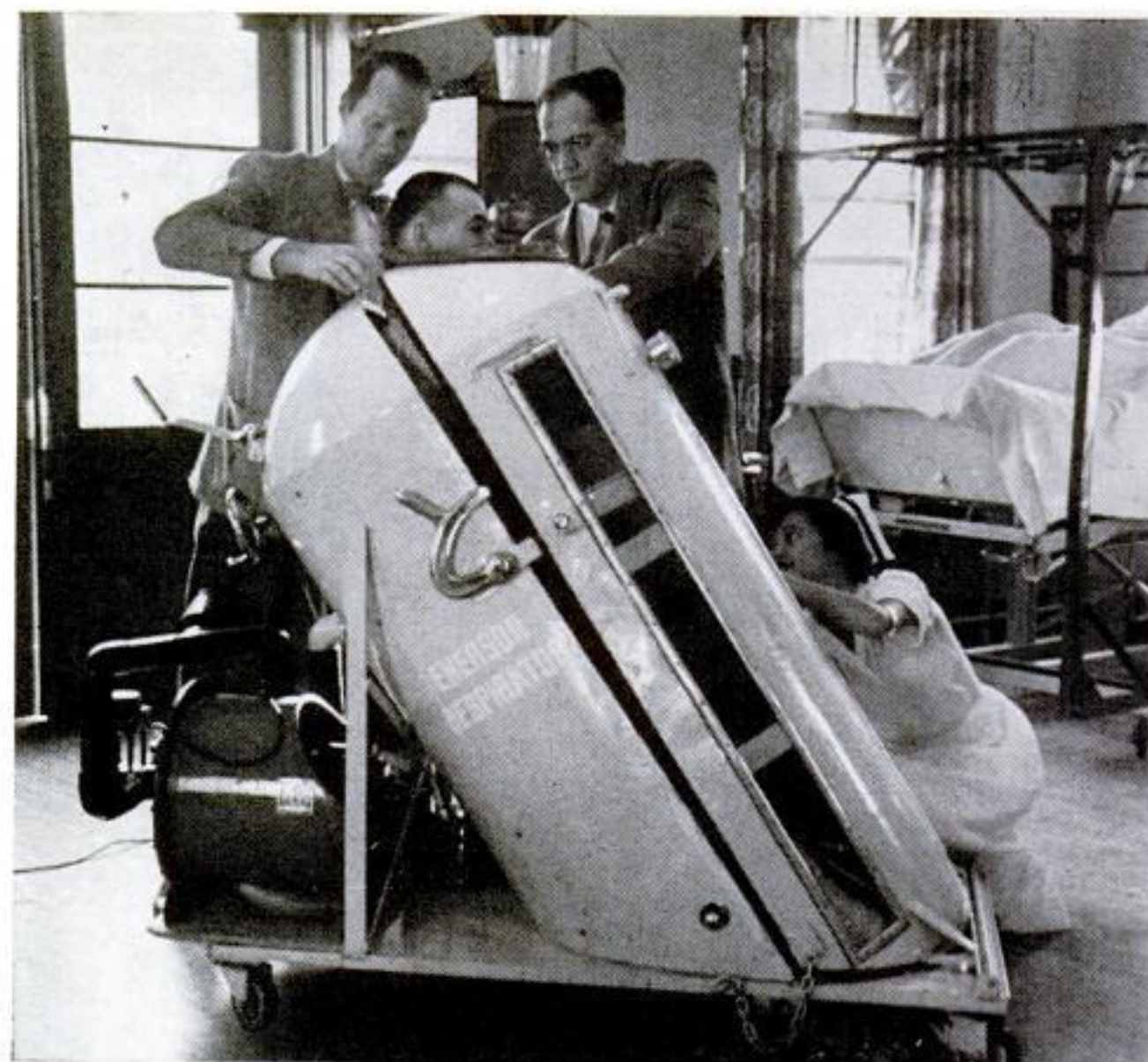
way back on throat surfaces to kill millions of germs, including those called "secondary invaders" (see panel above). These are the very bacteria that often are responsible for so much of a cold's misery when they stage a mass invasion of the body through throat tissues.

In other words, Listerine attacks them before they attack you. Tests showed that germs on mouth and throat surfaces are reduced as much as 96.7% fifteen minutes after gargling . . . as much as 80% even an hour after.

So, get in the habit of using Listerine Antiseptic night and morning, and betweentimes, when you feel a cold or sore throat coming on.

Every week 2 different shows, radio & television: "THE ADVENTURES OF OZZIE & HARRIET" See your paper for times and stations.

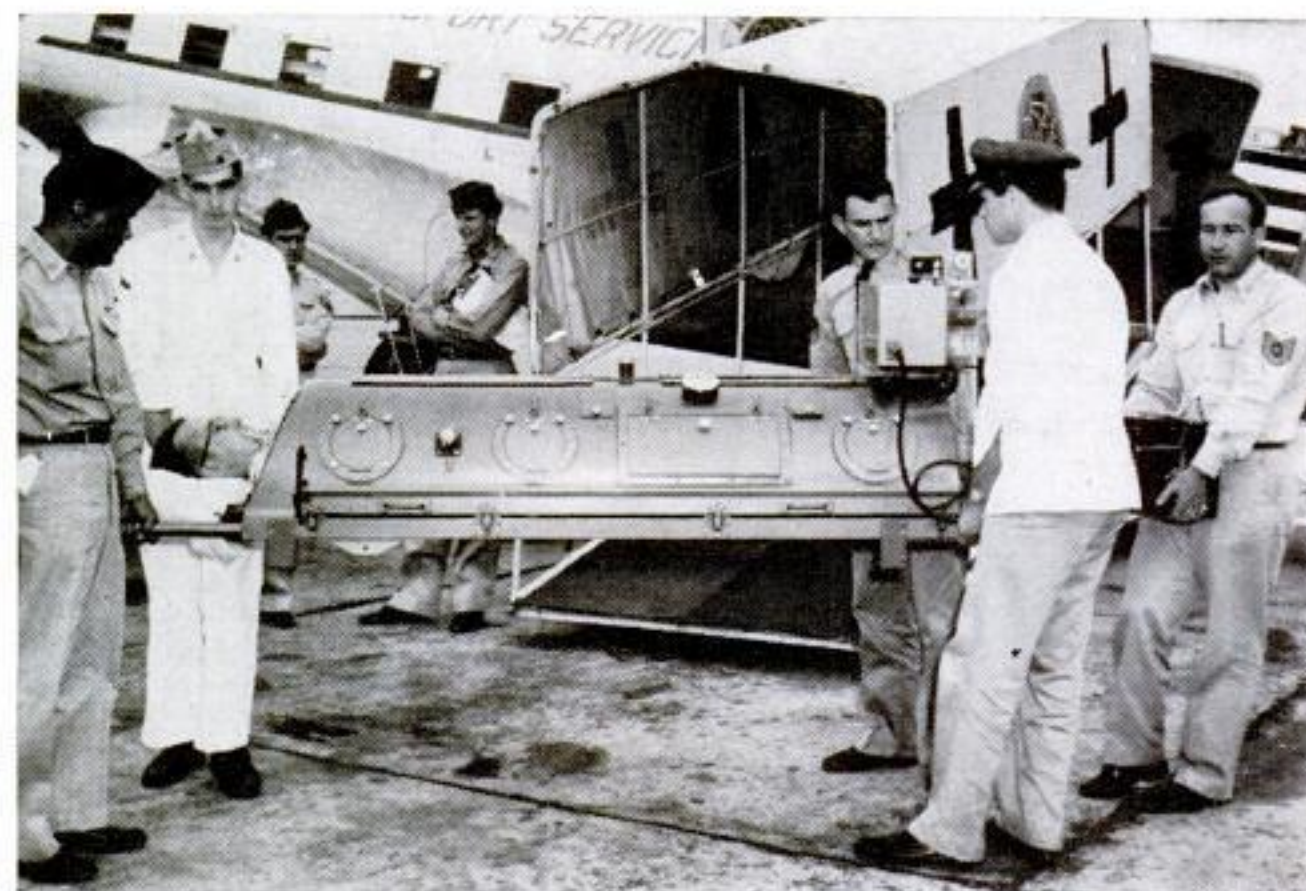
Polio Patients CONTINUED



SIT-UP LUNG, developed at the Harvard School of Public Health, is still in the experimental stage. The patient sits on a chair mounted inside the lung.



"FROG BREATHING," accomplished by flattening tongue against the roof of the mouth to force air down into lungs, is taught to Mrs. Marguerite Braunstein by totally paralyzed Herman Smith (background) at Rancho Los Amigos Hospital in Los Angeles. Smith has been breathing this way for over two years and can remain out of his lung for several hours at a time. Frog breathing saved his life recently when his portable chest lung failed during an auto trip.



PORTABLE LUNG, developed for the Air Force, weighs only 150 pounds and has its own battery-operated power plant to run it during transit.



PLAY SAFE-DO IT NOW!

Get Texaco PT Anti-Freeze **NOW** It stands **HEAT** as well as **COLD**

Don't wait for cold weather . . . have your Texaco Dealer put PT Anti-Freeze in your car's radiator NOW. PT is Permanent Type — protects against freezing — *all winter long* . . . won't boil away on warm

days . . . won't foam . . . and guards against rust and corrosion. Do it *now* — get PT! Get better anti-freeze protection from your Texaco Dealer, *the best friend your car has ever had.*



© 1953, The Texas Company

THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

Texaco Products are also distributed in Canada and in Latin America

If the best you would serve...

Let us tell you in verse

For the whiskey and gin on your home bar shelf...
Trust to **Calvert's** fine taste to speak for itself!
In **Highball**, **Manhattan** and **Old Fashioned**, too...
It's the whiskey taste-tested by people like you.
But never mind us—make your own quick taste-test,
Then stick to the whiskey whose taste you like best!
Like those who have switched to this smooth, mellow brand,
We bet you'll vote **Calvert** the best in the land.
If the calls for **Tom Collins** or **Martini**, dry...
Calvert Gin is the finest that money can buy!
Never "perfumy" nor heavy with flavor—
It makes a gin drink you'll be happy to savor.
It's **Vacuum-Distilled** for more delicate taste —
No wonder each drop is too precious to waste.
As a man who knows whiskey, it's **Calvert** for you...
And today **Calvert** offers the finest gin, too!



Calvert made a new
OLD FASHIONED
out of me!



CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLED LONDON DRY GIN—
90 PROOF—DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.

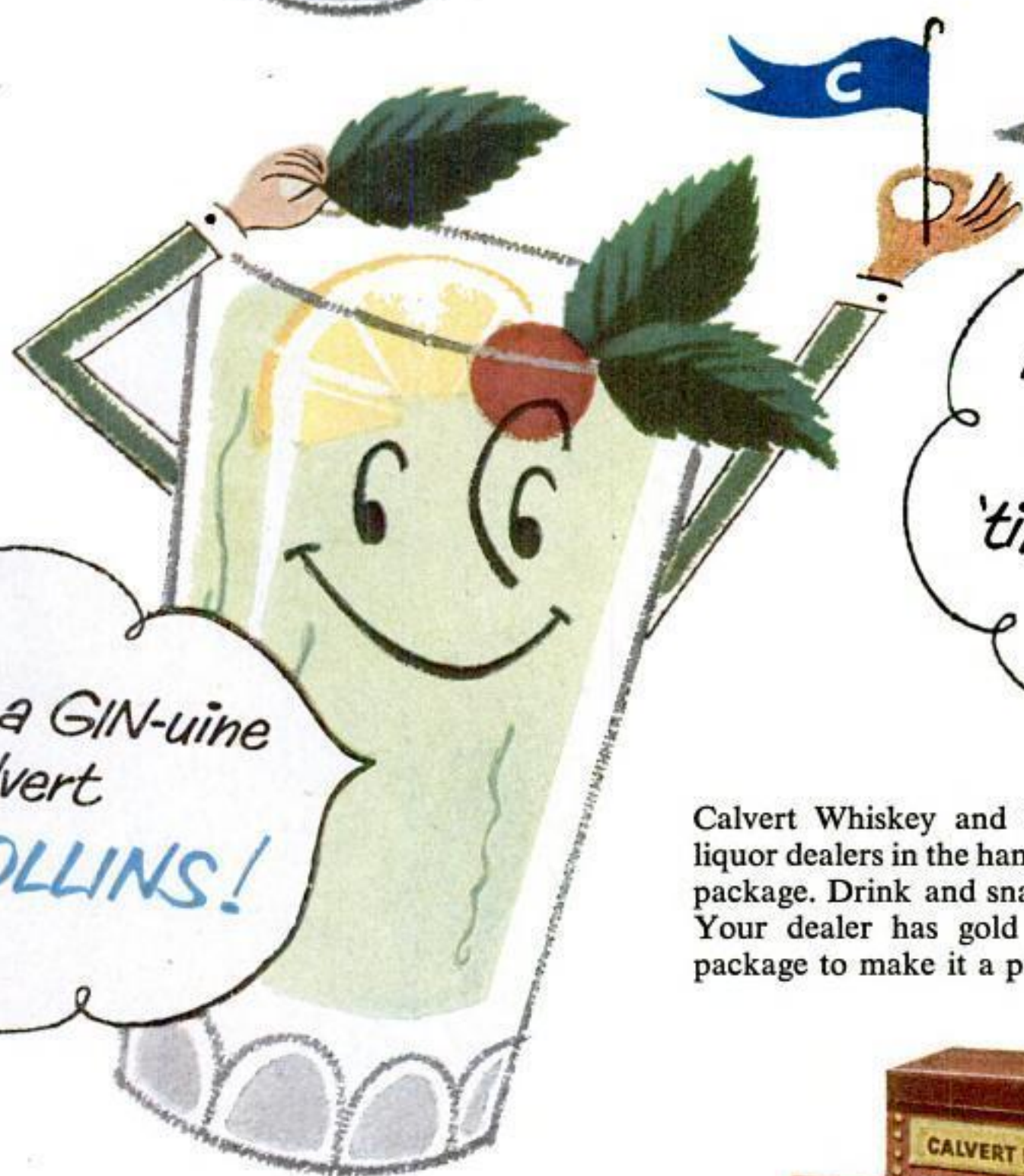
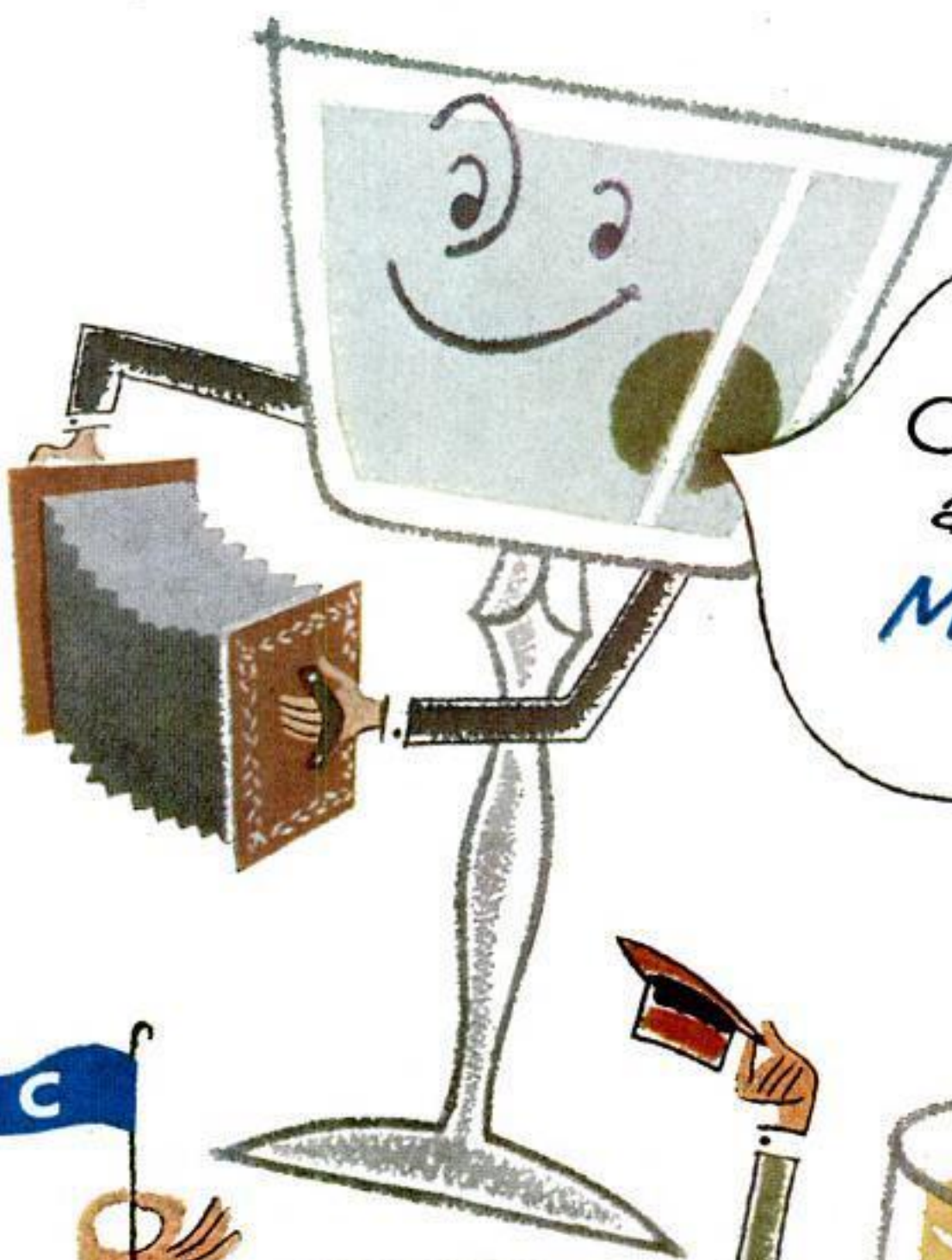
when people drop in...

about whiskey and gin!

I was just a
poor, mixed-up
MANHATTAN
'til I switched to
Calvert!



Calvert made me
a GIN-dandy
MARTINI!



Now, I'm a GIN-uine
Calvert
TOM COLLINS!

I was a mighty low
HIGHBALL
'til Calvert raised
my spirits!



Calvert Whiskey and Gin are available at most liquor dealers in the handsome Calvert "Home Bar" package. Drink and snack recipes are on the back. Your dealer has gold initials to monogram the package to make it a perfect gift.

Calvert
WHISKEY



Calvert
GIN

Have them both when folks drop in!

DISCRIMINATING PEOPLE PREFER **HERBERT TAREYTON**
WITH THE GENUINE CORK TIP



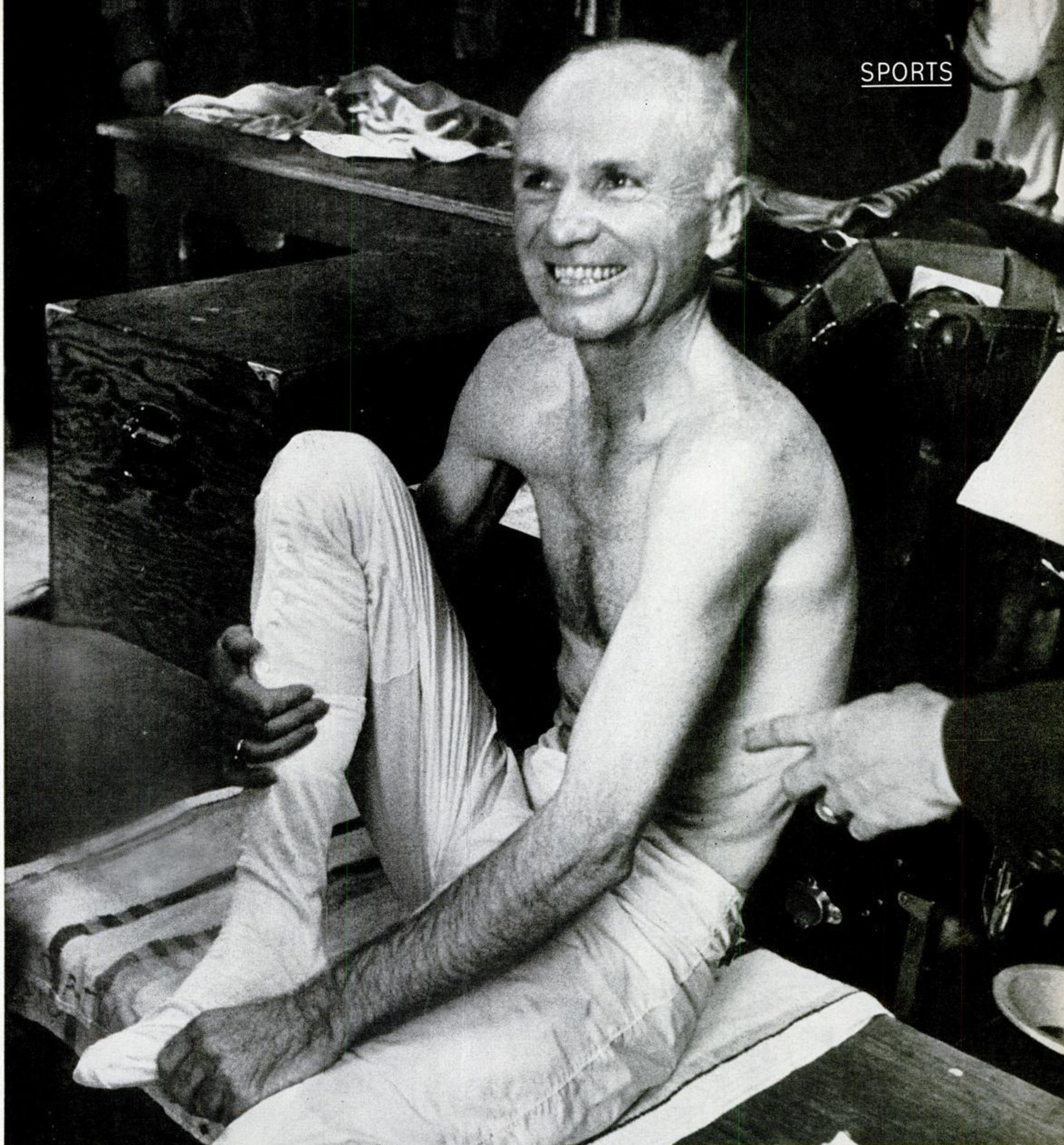
MRS. J. WILLIAM ROBBINS, JR., striking young socialite of Greenwich, Connecticut. Discriminating in her choice of cigarettes, Mrs. Robbins says: "Herbert Tareytons are so pleasant to smoke because they have a genuine cork tip and such mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Coopr., The American Tobacco Company



DRESSING FOR THE RACE, EARL SANDE, EMACIATED FROM A DIET, FLASHES NERVOUS GRIN IN JOCKEYS' ROOM AS A BYSTANDER POKES AT HIS LEAN RIBS

THE GREAT SANDE SLIMS DOWN TO RIDE AGAIN



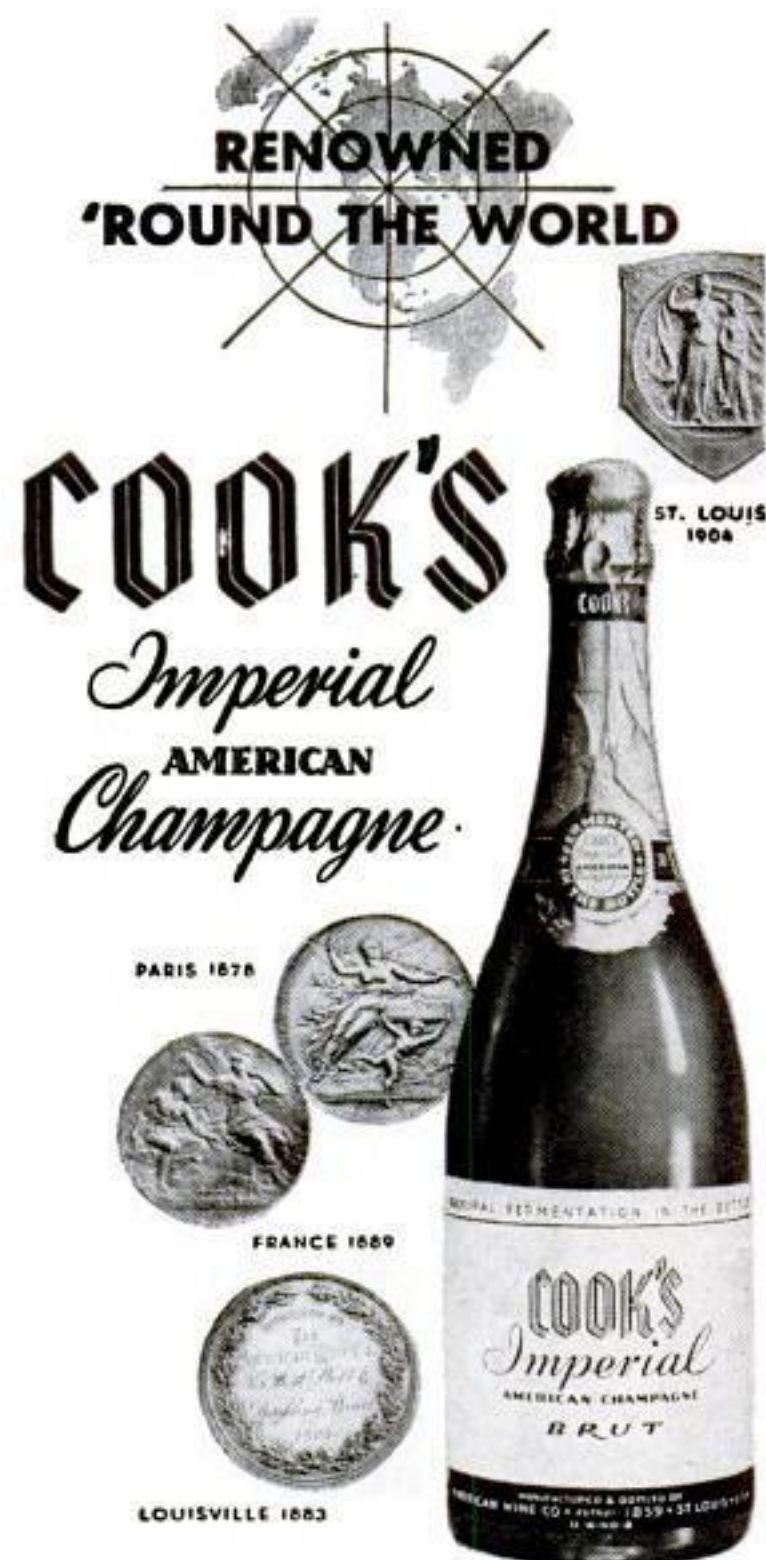
SANDE IN 1928

For two months Earl Sande ate little but fish and cheese and, as the diet took effect, his arms grew scrawny and the flesh melted away from his ribs. He got down from 138 pounds to 111. Then, after a lapse of 21 years, the greatest jockey of his time—who combined a gentle manner and classic "seat" with a shrewd understanding of horses and a thorough knowledge of all the borderline tricks of his trade—was ready to ride again. He was 54 and dead broke.

He reported to the jockeys' room at Belmont Park, with

a pair of old boots and a borrowed saddle and joked good-naturedly about his bald head. The crowd, moved by the old hero's audacity, applauded when he went to the paddock and were still cheering as he rode onto the track on his way to the post. He finished third in that first race (p. 134) and looked good doing it. Despite his age and weakness from his diet, Sande planned to keep right on riding. "I owe everybody from the landlord to the feed man," he confessed willingly. "You might say I'm riding for the creditors."

RENOWNED
'ROUND THE WORLD



COOK'S
Imperial
AMERICAN
Champagne

ST. LOUIS 1904

PARIS 1878

FRANCE 1889

LOUISVILLE 1883

America's traditional
toast for over 100 years
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.



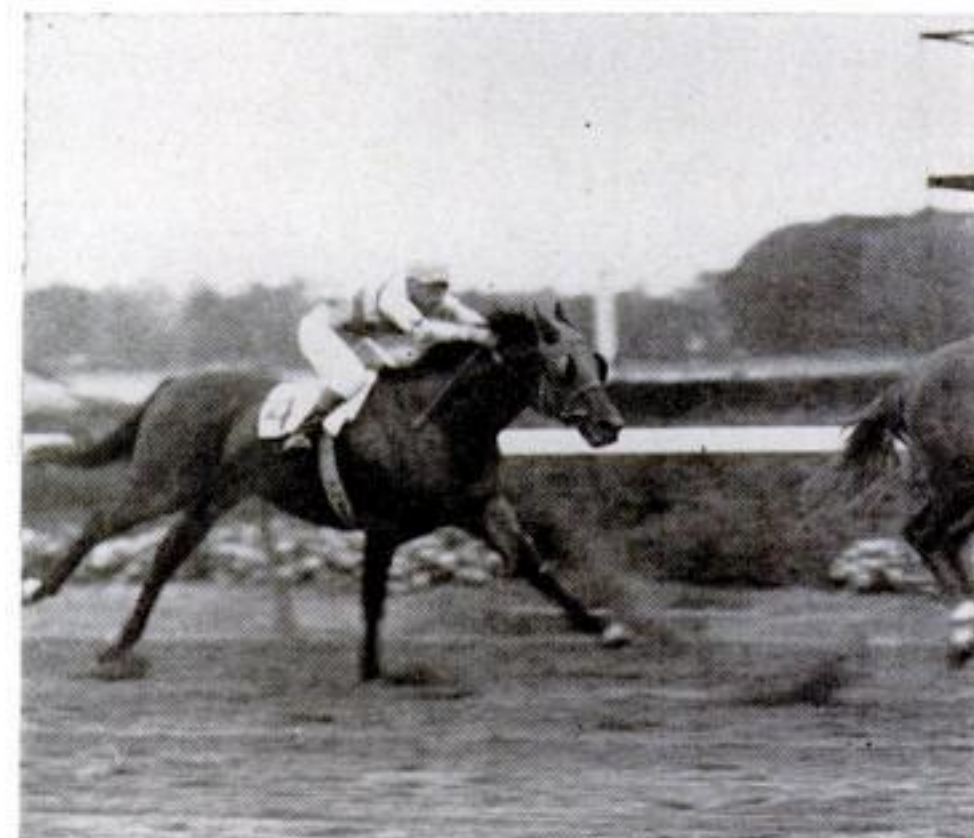
NOW YOU CAN OWN **Hi-Fi!**

- 21" TV, Magnificent full door mahogany cabinet
- AM/FM Radio, maximum output 20 watts.
- Frequency Response 30-15000 cps.
- 3-speed Automatic Record Changer
- 4 Speakers integrated for balanced tone in the exclusive Olympic Carillon Chamber
- Cross-over network control for customized room acoustics

\$595
Including Federal Excise Tax and Warranty

Olympic
America's Favorite
TELEVISION

OLYMPIC BUILDING, L. I. CITY 1, N. Y.



GAME FINISH in the first race of his comeback helps Sande to save third place on Honest Bread, a 7-to-1 shot.

WARM APPLAUSE, joined by a Belmont Park policeman (foreground), greets Sande as he leaves the paddock.





GRACIOUS BOW by Sande as he weighs in after the race delights the crowd and reveals the old rider's sparsity


of hair. "I got a little tired during the race," he remarked dryly, "but the horse got tireder than I did."

A perfect shave in 61 seconds amazes 271 master barbers!



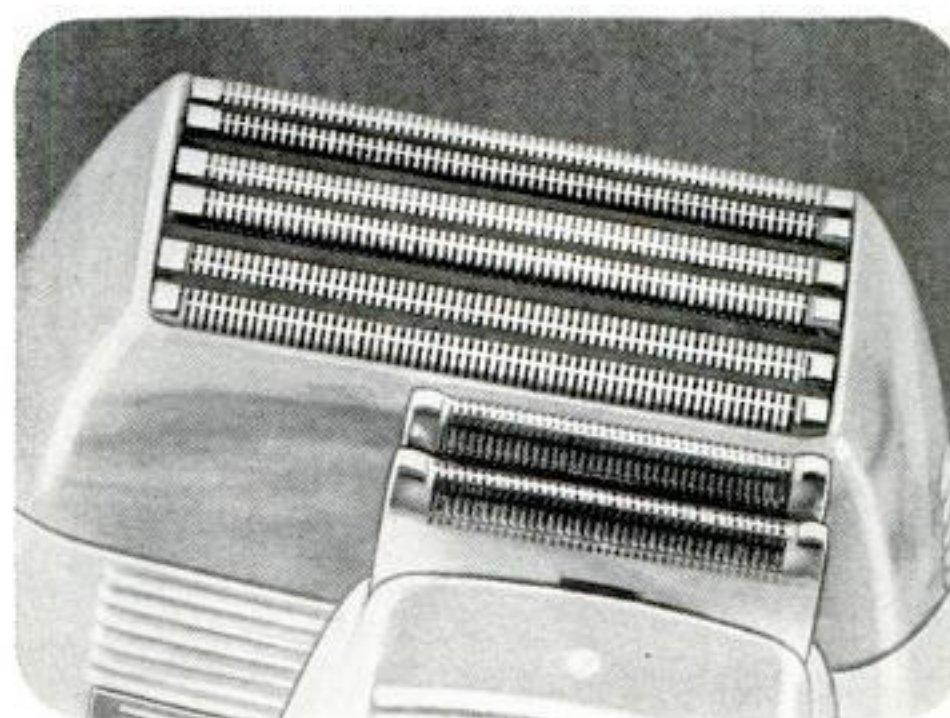
 **The whiskers** resembled those shown above. 271 Terminal Shop Master Barbers—shaving experts—watched the amazing Remington 60 DeLuxe Electric Shaver whisk off a 14-day growth.

 **Half shaved** in half a minute—absolute proof that there are no so-called "hard-to-shave" spots when using a Remington. Men who use razor blades waste a lot more time lathering up!

 **A perfect shave** is a shave where the eyes see no whiskers—where the finger tips feel no whiskers. A close shave without nicks and cuts or the mess and fuss of old fashioned methods



Final proof of a close shave. Mr. Nick Wanderer, Manager of Terminal's Hotel Statler Shop, one of the official timers, makes his own test. He says, "After this amazing demonstration, we advertised as follows: we guarantee to shave you quicker, more comfortably, and just as close with the new Remington as we can with a regular razor. Afterwards, if you do not agree, then, by George, you owe us nothing!" That's the guarantee made by Terminal Barber Shops—the world's most famous exclusive chain of master barbers.



Here's why Remington is best. Most electric shavers are like our 12-year-old model with only two small heads. The Remington has six extra-long heads, with 140% more live shaving surface than any other make. So try a Remington on a 14-Day Free Home Trial Plan. One shave will convince. Remember, your old shaver—regardless of age or make—is worth up to \$7.50 toward the purchase of a new Remington 60 DeLuxe. At fine stores everywhere or any of our 112 Nationwide Shaver Headquarters.



SEE "WHAT'S MY LINE", CBS-TV, SUNDAY EVENINGS

Presented by Remington Electric Shavers • More Sold Than Any Other Make • A Product of Remington Rand

To celebrate Betty Crocker's Festival of Foods

Betty Crocker Pie Crust Mix

ONE PACKAGE

$\frac{1}{2}$ PRICE

WHEN YOU BUY OTHER PACKAGE
AT REGULAR PRICE



2-Action Shortening **1 FOR TENDER, 1 FOR FLAKY** in Betty Crocker Pie Crust Mix

It's custom-made for Betty Crocker, and blended with flour milled specially for pie crust. Together, they make a difference in the pie dough as well

as in the finished crust. (Tender and flaky!)

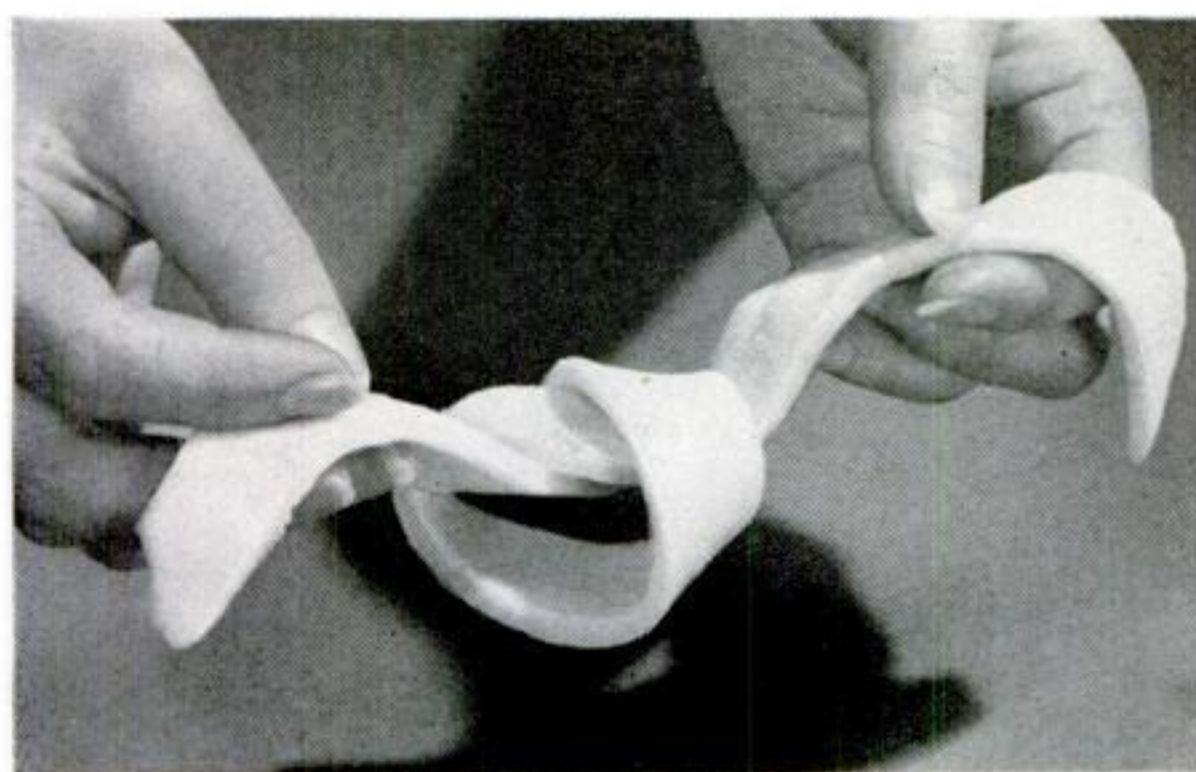
Try it! Now's the time, while you pay regular price for one package, get the other at half price.



IDA LUPINO DISCOVERS PIE CRUST SECRET

"This is going to be the prettiest pie I ever made!" Here Ida Lupino admires her high flutin' edge. "The dough's so pliable. I can do anything with it." (Secret lies in super-soft flour blended with 2-action shortening.) An excellent cook, Miss Lupino says she is no pie expert. Dough tore going into pan but was easily mended, and finished pie was pretty. Betty Crocker staff member, Marylee Duehring, assisted.

IDA LUPINO CO-STARS WITH HOWARD DUFF IN
"JENNIFER" a Three Fellow production



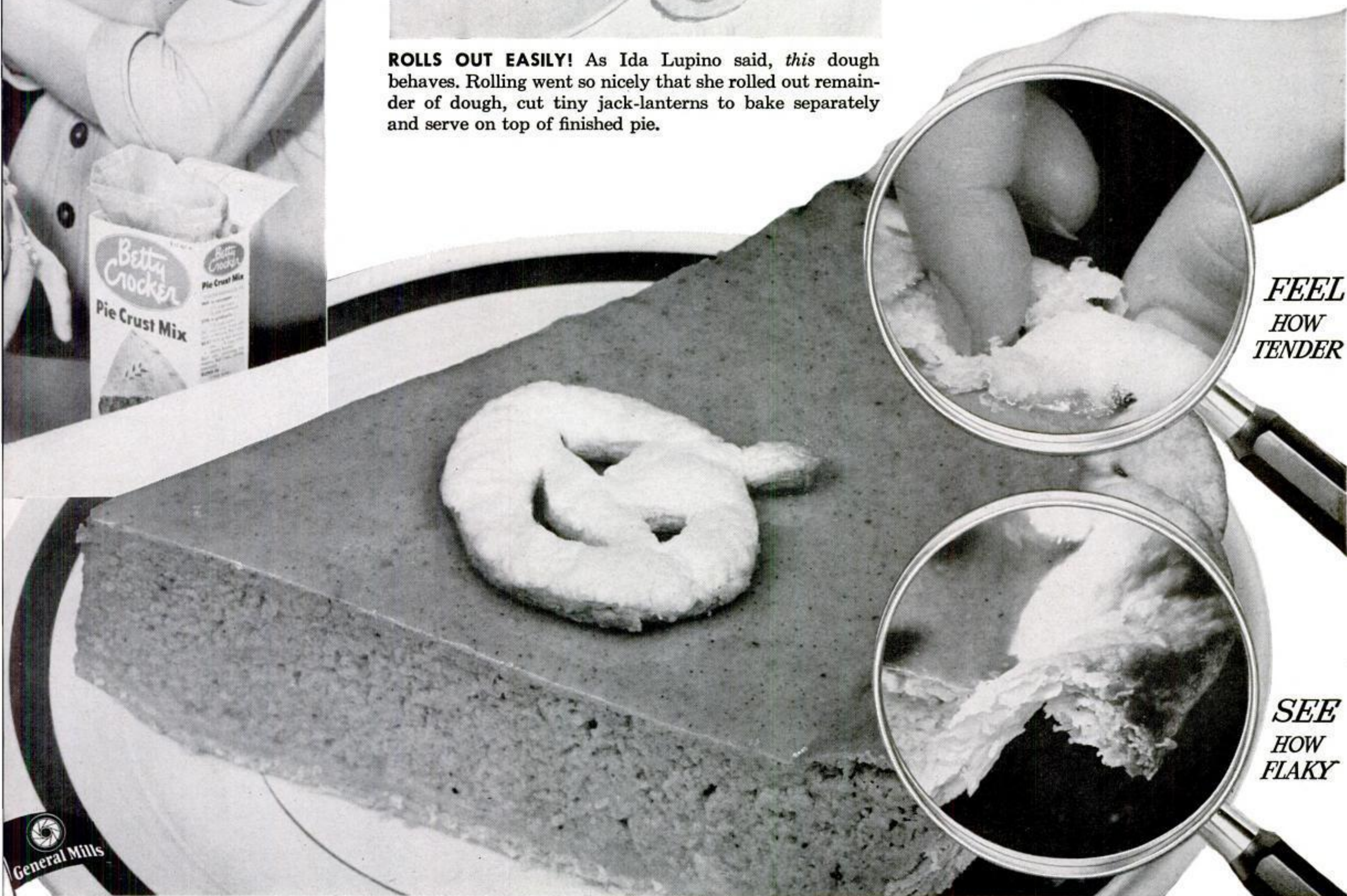
THIS DOUGH CAN TAKE IT! Handle it, mend it, re-roll it! So pliable you can tie it in a bow knot, it still bakes tender. Reason: Betty Crocker's blend of 2-action shortening and flour made for pie crust.



ROLLS OUT EASILY! As Ida Lupino said, *this* dough behaves. Rolling went so nicely that she rolled out remainder of dough, cut tiny jack-lanterns to bake separately and serve on top of finished pie.



PLIABLE PIE DOUGH. When pastry tore at thin edge, Ida Lupino patched it with small pieces of dough. It stayed mended, did not toughen, because of special ingredients.



**FEEL
HOW
TENDER**

**SEE
HOW
FLAKY**

UNUSUAL WAY TO PROVE...



'Sanforlan' WOOLENS WON'T SHRINK OUT OF FIT!

Why is this mother letting her children frolic in the bathtub with their clothes on?

To show you—in a dramatic way—that soap and water can't and never can hurt "Sanforlan" woolens one bit!

In fact, you can wash "Sanforlan"-labeled woolens repeatedly—they won't shrink out of fit—won't mat or get hard. Yes, that magic word "Sanforlan" turns wool into the grandest "miracle" fiber of all!

So look for the "Sanforlan" trade-mark on all wool garments, yard goods, too. "Sanforlan" woolens stay wearable longer—cut cleaning bills.

Sanforlan®

**WHEN WOOL WEARS THE "SANFORLAN" TRADE-MARK,
IT BECOMES THE GREATEST "MIRACLE" FIBER OF ALL.**



You'll find women's and girls' wool dresses, robes, skirts, jumpers, stoles, jackets, slacks, shorts labeled "Sanforlan"—as well as sweaters and jersey separates.

Children's woolens—even coat, hat and legging sets—carry the wonder word, "Sanforlan."

And lots of woolens for men and boys. Jackets,

sport and polo shirts, slacks, shorts, underwear, robes, hose. Think how wonderful to keep *all* your woolens soap-and-water fresh! Always look for "Sanforlan"!

Brought to you by the "Sanforized" people . . . Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

SOPHIE ENJOYS A RED HOT LAUGH . . .



AT HER GOLDEN JUBILEE, celebrating her 50 years in show business, "Red Hot Mama" Sophie Tucker rears back and roars at jokes of fellow performers paying tribute

to her in New York's Waldorf-Astoria. Alternating between tears and laughter, Sophie heard her praises sung by admirers in government, business, church and theater.

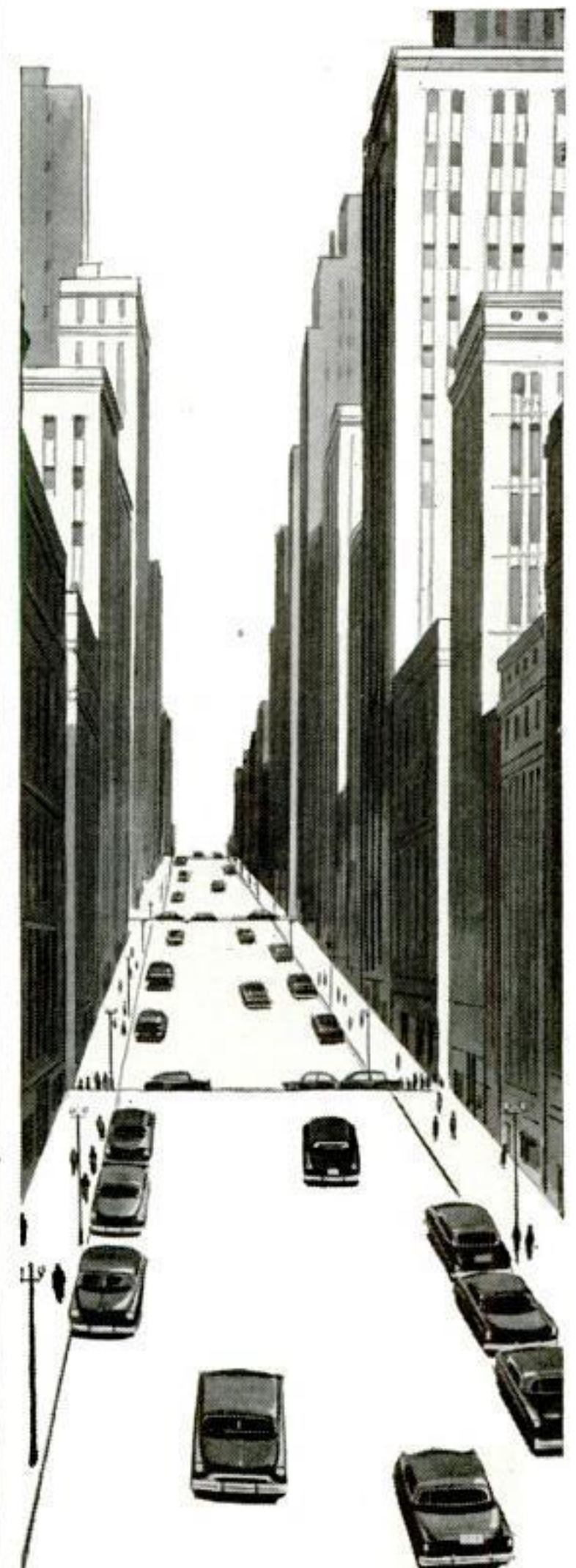
. . . MARGARET SCORES COMEDY HIT



IN A BARBERSHOP DUET with co-manicurist Martha Raye, Margaret Truman made her season's TV debut on NBC's *All-Star Revue* and proved a helpful comic addition

to the show. Here, after gouging a "customer" who ridiculed the Democrats, Margaret does a song and dance. Later she showed another artistic talent (see next page).

CONTINUED ON NEXT PAGE



KEEP

**the power
you bought!**

ON CITY STREETS or super-highways, damaging friction is always at work in your engine. To keep your engine running smoothly... with fewer repair bills... always use a brand of 100% pure Pennsylvania motor oil.

ASK for a brand of

**100% Pure
PENNSYLVANIA
Motor Oil**

PENNSYLVANIA GRADE
CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



For a healthier, happier **appetite**
treat baby to flavor **variety** with
all four **Pablum** pre-cooked cereals



At your druggist's or grocer's



Boon to Mother... Safe for Baby!
Exclusive "Handy-Pour" spout
prevents messy spilling...
keeps baby's cereal fresher
and safer between feedings.



Best to Start On... Best to Stay On!
Four wonderful Pablum® Ce-
reals give baby variety, plus
high nutritional values so im-
portant through his third year.



Time for Baby's Visit to the Doctor's?
Don't put it off! He's anxious
to help you, even with your
smallest problem. Look to him
for expert advice.

Pablum is the original pre-cooked cereal made only by Mead Johnson & Co.
—world-famous for nutritional products for infants and children



Sophie and Margaret **CONTINUED**



MARGARET SHOOTING at LIFE's Photographer Alfred Eisenstaedt was dressed and wigged for a role in a burlesque version of quartet from *Rigoletto*.

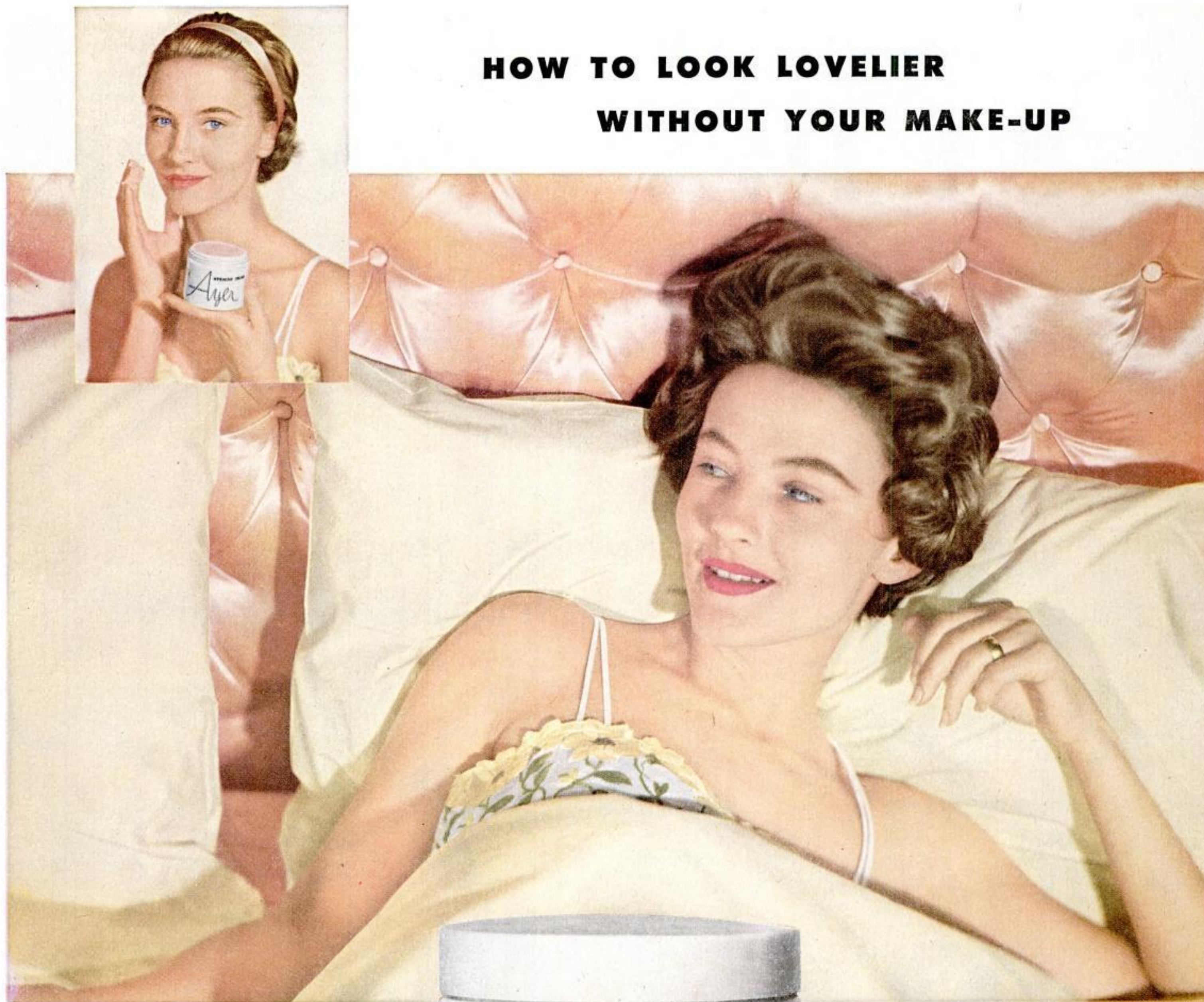
SHE TAKES PHOTO OF PHOTOG

While covering Margaret Truman, LIFE Photographer Alfred Eisenstaedt was put to work as an extra on TV for a skit in which Prize-fighters Jake La Motta and Rocky Graziano—who themselves were surprise hits as comedians—stage a slaphappy bout. Eisenstaedt moved around the ring in the guise of a sports photographer. To commemorate the occasion of his TV acting debut, Eisenstaedt asked Miss Truman to take his picture. She did (*above*) with the result shown below. When he saw the photo of Miss Truman taking his photo, Eisenstaedt told her, "You were not bracing the Rolleiflex properly. It should be held against the abdomen to avoid movement." Miss Truman explained she is more accustomed to the smaller Leica. When he saw the photograph of himself that Miss Truman took, Eisenstaedt made two observations: 1) "It is a little fuzzy." 2) "It shows my bad side." But he gallantly praised the expression Miss Truman caught.



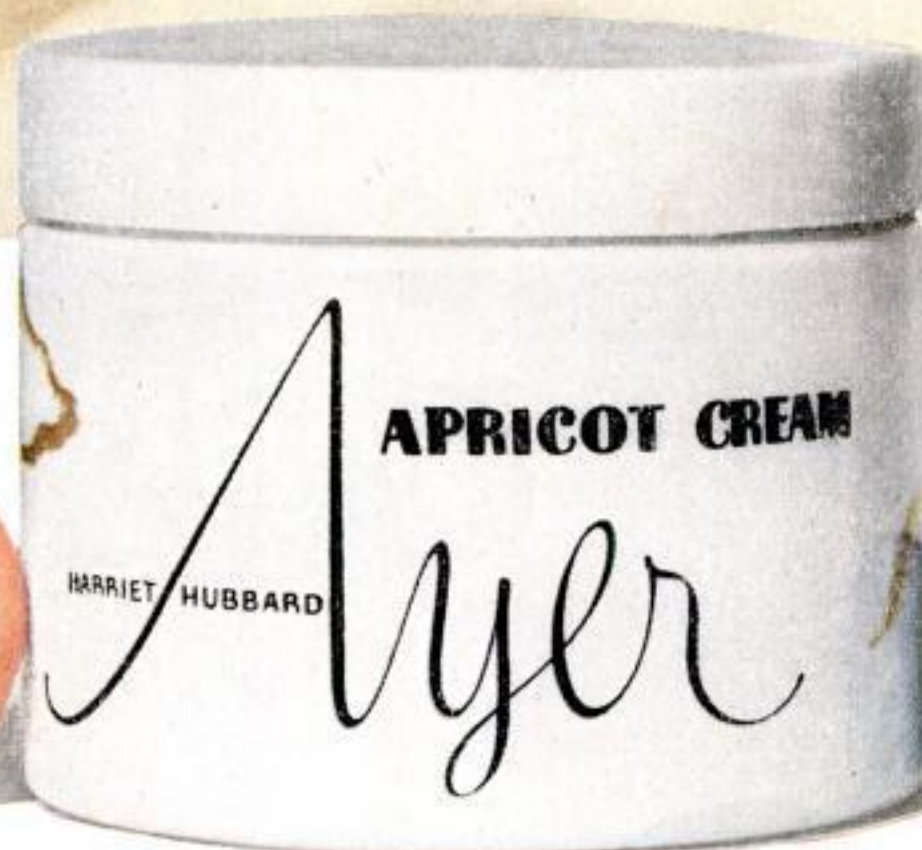
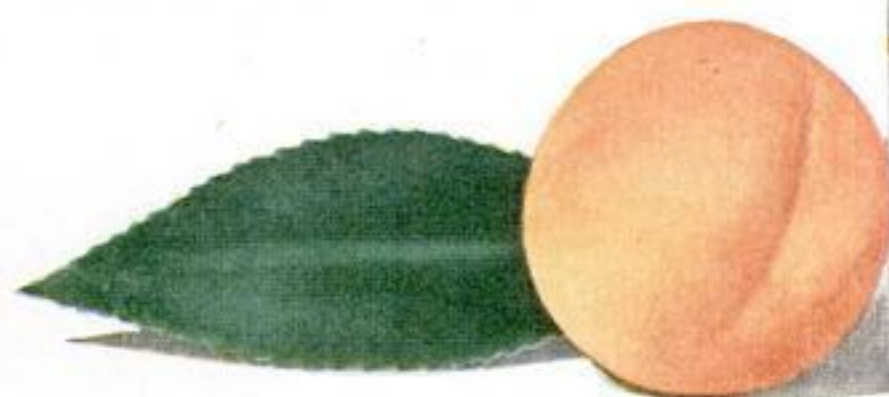
THE PICTURE SHE SHOT is a study of ringsiders and Eisenstaedt as he raptly poises to take his own photos of the Graziano-La Motta comedy bout.

HOW TO LOOK LOVELIER WITHOUT YOUR MAKE-UP



BEDDING BY HALE

A P R I C O T



C R E A M

Be a bare-faced beauty, too, with Ayer's new Apricot Cream that thoroughly removes the two kinds of dirt your skin is subject to—and does it so prettily!

For there's dirt that dissolves in water and dirt that dissolves in oil. Soap and water tackle one but dry your skin and leave the other. Even the finest cleansing oil alone does only half a job. So Ayer has created Apricot Cream, an emulsion of rich penetrating oils and rain-soft water, which thoroughly—and beautifully—cleanses your skin of both kinds of dirt.

Petal-skin tinted and delicately scented,

Apricot Cream provides a rich sliding film that literally slips off dirt and make-up, yet leaves all the natural oils that keep your skin from drying.

PLUS EXTROLAN

Apricot Cream does more. It softens, smooths your complexion, because it contains Extrolan, Ayer's exclusive non-allergenic ingredient that exceeds even lanolin in soothing, smoothing properties. This should be the first cream for young users, the essential cream for busy women, the basic cleanser for the skin that needs special treatment creams.

In Convenient Tube or Jar, 1.00 to 4.00 plus tax. For a limited time, free of extra charge with every 2.50 and 4.00 size, a Desk and Travel Kit containing 3 purse-size tubes of Ayer's Apricot Cream, Formulayer and Hand Cream.



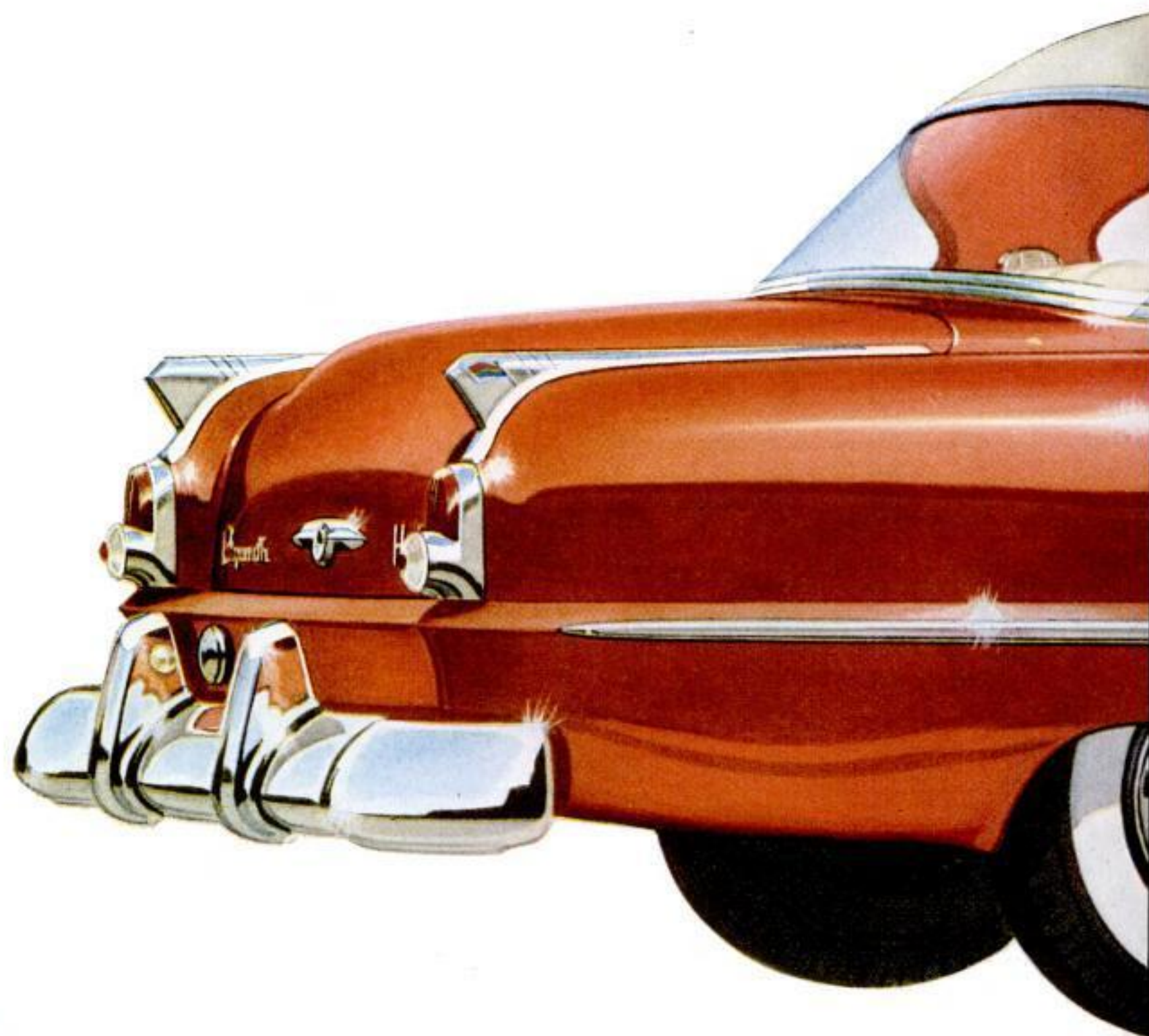
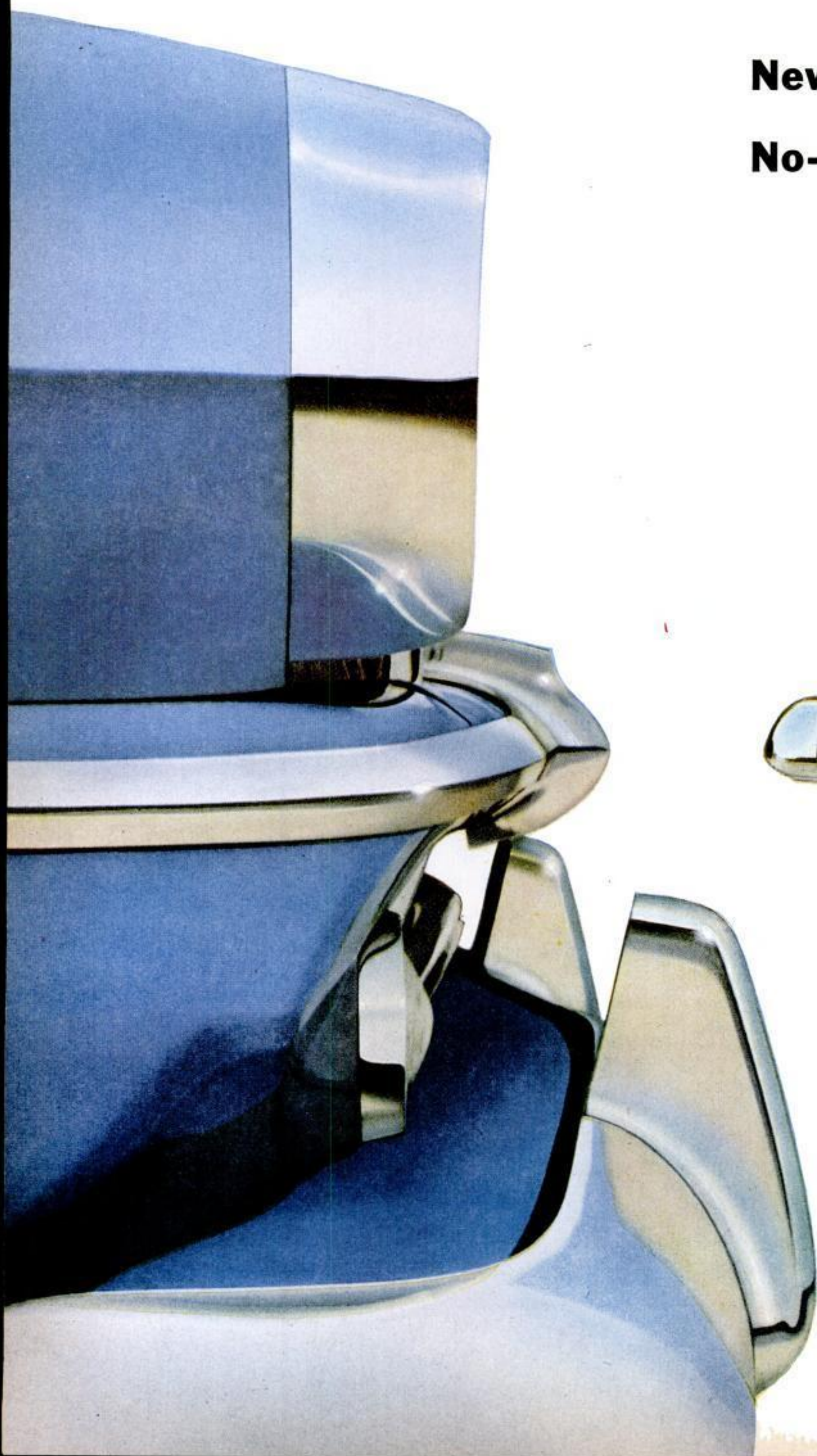
If you cannot obtain Harriet Hubbard Ayer products at your favorite department or drug store, you may send \$3.00 (includes Fed. tax) and the name of your favorite cosmetic department or drug store to Harriet Hubbard Ayer, 390 Park Avenue, New York. We will send you the combination of Apricot Cream and, without extra charge, the Desk and Travel Kit.

HARRIET HUBBARD AYER
Lever House, Park Avenue, New York

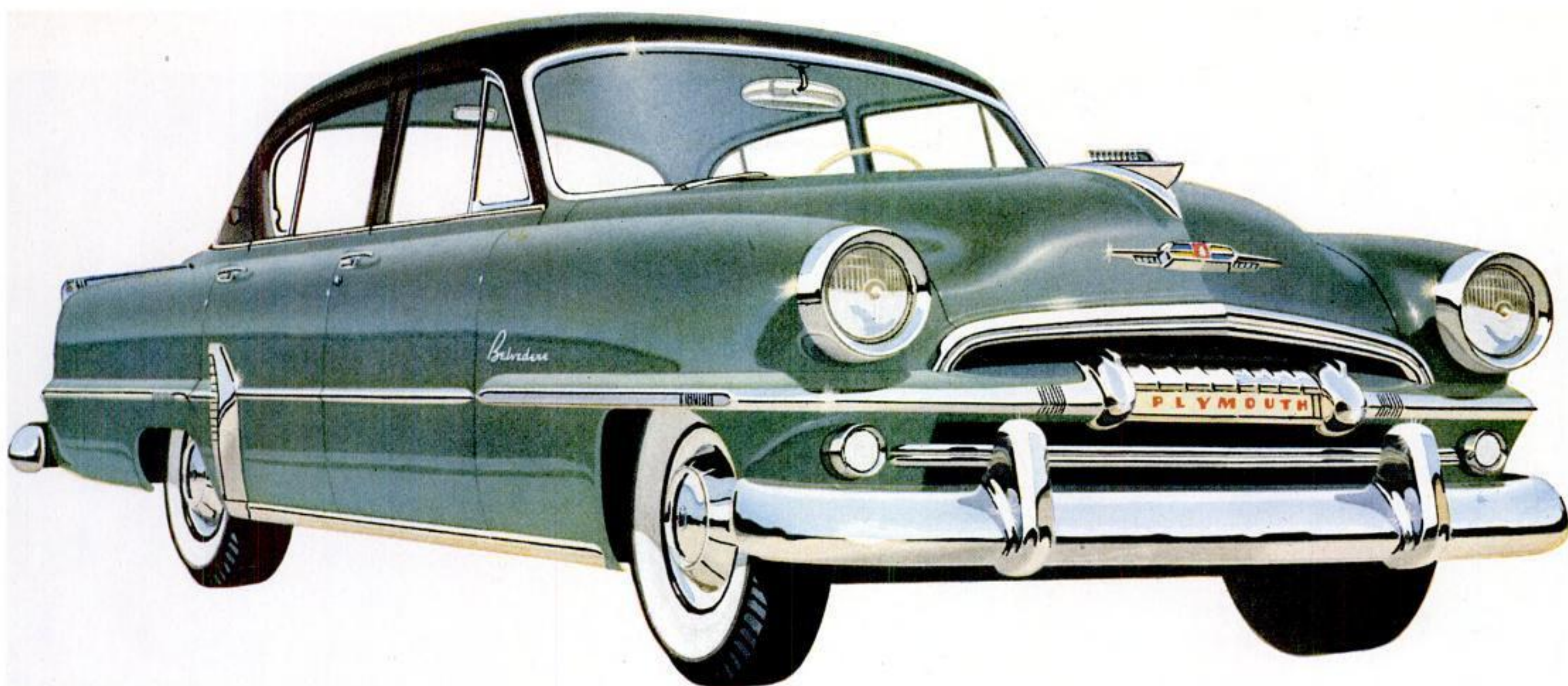
Announcing the **NEW**
'54 PLYMOUTH
Big Bright Beautiful

New Power Steering!

No-shift driving with Hy-Drive!



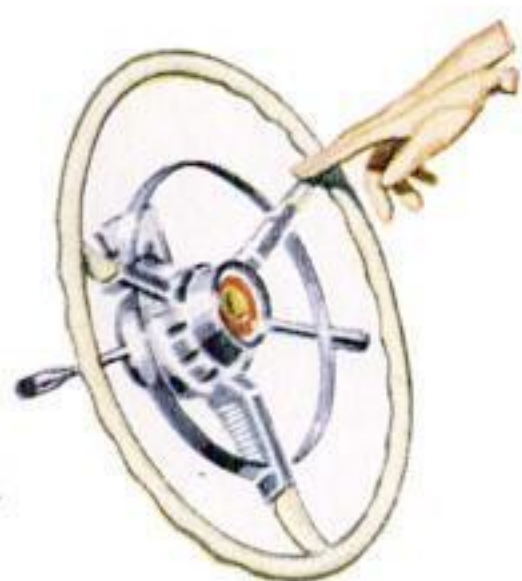
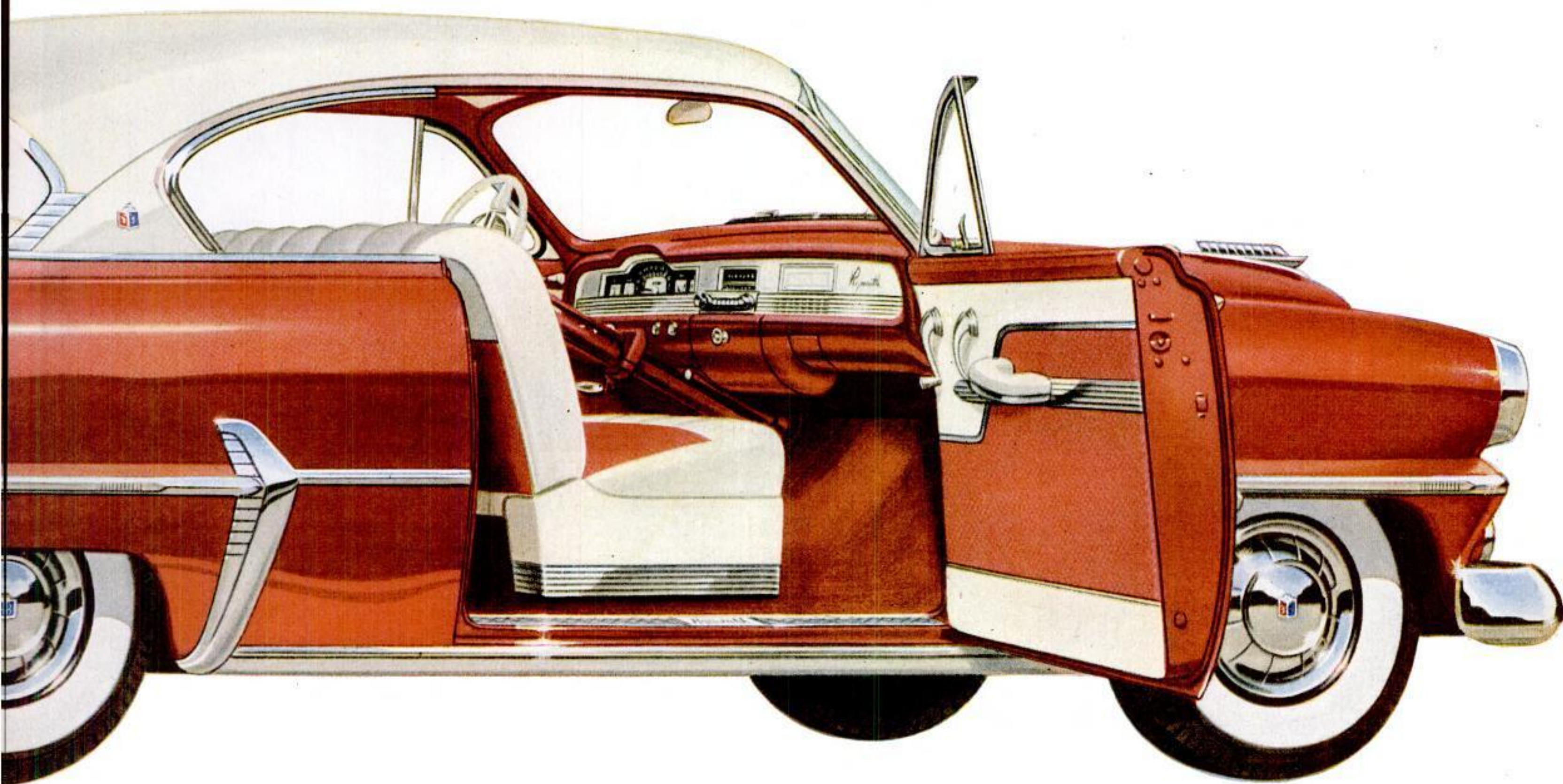
The most beautiful car ever to wear the proud name of Plymouth is on display at your Plymouth dealer's now! The new 1954 Plymouth—a longer car, with exciting new low-sweeping lines, a new range of gleaming, gem-like colors! A car with new comfort, exceptional roominess, the charm of "Color-Tuned" Styling, in three sparkling new lines of Plymouth cars—the *Belvedere*, the *Savoy*, and the *Plaza*.



"Color-Tuned" Styling brings you luxury new to low-price cars!

Gleaming brilliance outside—glowing beauty inside! Plymouth's new "Color-Tuned" Styling adds perfect color harmony to superbly fashioned, all-new interiors. There's a handsome new steering wheel, smartly textured door panels, a new upholstery

material, Doeskin Vinyl, with the feel of leather and even greater pliability—all beautifully two-toned and "Color-Tuned"! Plymouth's famous Comfort Level seats now have new Dual Flex Springs, a "spring on spring" construction for greater comfort.



NEW POWER STEERING LETS YOU DRIVE WITHOUT EFFORT!

Plymouth's new full-time Power Steering gives you smoother, safer driving, and the reassurance of complete control in every mile you drive. And with hydraulic power to do the work of steering, parking is a pleasure!

HY-DRIVE GIVES YOU FREEDOM FROM SHIFTING, with positive control! The newest, smoothest, least expensive no-shift driving in the low-price field, Hy-Drive gives you quick, quiet acceleration, engine braking on downhill grades, complete control for all driving situations!

Power Steering and Hy-Drive each available at low extra cost.

As you would expect from Plymouth, elegance of styling is matched by excellence of engineering. In the new 1954 Plymouth you'll find the smoothest, softest ride ever built into a low-price car. Flashing performance with enduring economy. Safety features that Plymouth alone offers in the low-price field. In every detail, far-sighted engineering makes Plymouth the car which is *built better to be your best buy!* Your Plymouth dealer invites you to see and drive the new Plymouth soon.

Tune in Medallion Theatre every week on CBS-TV. See TV page of your newspaper for time and station.

PLYMOUTH
BUILDS GREAT CARS!
Chrysler Corporation's
No. 1 Car



He guards our earth

HE'S A man of the woods at heart, or he wouldn't have picked such a lonely job. You can't expect to see many people or movies or ball games when you choose the life of a Forest Ranger. You have your radio, your books, and in the summer there'll be a few vacationers to say hello to. But mostly you go it alone—just you and your family in a small house in the middle of a great tract of land which the American people have placed in your care.

They hand you a piece of their national wealth—so many million trees, so many thousand square miles of soil and grass, so many rivers and lakes and mountains. And they tell you: "Look after it. Don't let it die or burn or wear out. Be the doctor and lawyer and nursemaid and fireman and engineer and business manager for this piece of the living American earth."

And then you're on your own.

You get up early in the morning and go out on your rounds. Some days you look for tree diseases; some days you count animals. Often you go to the little streams that are the birthplace of America's rivers, and you take samples of their water to be tested for purity. You look for places

where the soil may be wearing thin. You study the roads, the trails, the power lines. And always you keep a sharp eye for those rising wisps of smoke that can turn the woods into a terrible red torch of destruction.

The lumbermen come here on business, and it's your job to mark the trees that are ready for cutting—not too many, not too few. The ranchmen graze their herds here, and it's up to you to decide how many cattle the land will support. For this land belongs to all your countrymen, not only the living ones but those still to be born, and it must be used but not used up, enjoyed but not destroyed. It's your job to protect it from disease, from fire, from weather—and from ourselves.

We in America like our men of progress and our men of change. But we also honor the conservers—those men who preserve without change the things that are worth saving. Some are men of law, and some are men of faith, and a few are men of the woods at heart, living in lonely cabins, guarding our irreplaceable earth.

John Hancock **MUTUAL LIFE INSURANCE COMPANY**
BOSTON, MASSACHUSETTS

FASTEST FLIGHT YET, A STREAK IN THE SKY



BLUR ON PHOTO IS A NAVY F4D JET TRAVELING 110 FEET WHILE SETTING 753.4-MPH RECORD

On the scorched shore of California's Salton Sea observers gathered recently and tensely watched the sky. A Navy jet interceptor appeared far to the left, then streaked past them and the course markers (*center, above*) so fast that anyone who blinked more than once missed the first leg of the world's fastest jet run. The plane, a Douglas Skyray, made the prescribed four passes over the 1.8-mile course at an average speed of 753.4 mph, exceeding by

16.1 mph the low-altitude record set by a British Supermarine in Libya in late September.

The Salton Sea basin was chosen for the run because of its extremely hot climate—it was 98.5° the day the record was broken. At such temperatures the speed of sound is considerably higher than normal, so that jets can reach greater speeds before being slowed as they buffet against the sonic barrier. The delta-winged Skyray, or F4D, was piloted by Lieut. Com-

mander James B. Verdin, who once before had attempted to break the speed record in the same plane but was forced to slow up on the last lap because his fuel was running low. This time, its tanks filled with all they could take, the F4D performed perfectly, received an affectionate pat from its pilot after the record was broken. "That's a real going machine," said Verdin, probably anticipating the day he would fly even faster in a plane that was really gone.

a Bacardi cocktail



has
less calories

than 2 slices
of pineapple

ALL ALCOHOLIC BEVERAGES HAVE CALORIC ENERGY BUT

... Bacardi, world's largest selling rum, is low in calories. The famous Bacardi cocktail, for instance, contains only 88 calories.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. Everyone knows there is caloric energy in all alcoholic beverages.

Bacardi, though, contains less calories than you think.

A Bacardi Highball has less calories than a medium egg.

A Bacardi Old-Fashioned, less calories than half a grapefruit;

A Bacardi Daiquiri, less calories than a glass of skim milk;

And a Bacardi Cuba Libre, less calories than a lamb chop!

So it goes with the many delicious drinks you can make so quickly and easily with Bacardi.

You drink for pleasure of course. And as you enjoy the wonderfully satisfying flavor of Bacardi, you'll get extra enjoyment, secure in the knowledge that Bacardi is low in caloric content, as it is high in taste appeal.



Make this famous LOW CALORIE

BACARDI Cocktail
in one easy minute

1. Squeeze juice of half lime into shaker.
2. Half teaspoon of sugar and dash of grenadine.
3. Add 1 oz. of Bacardi, Silver Label.
4. Shake well with ice and serve.

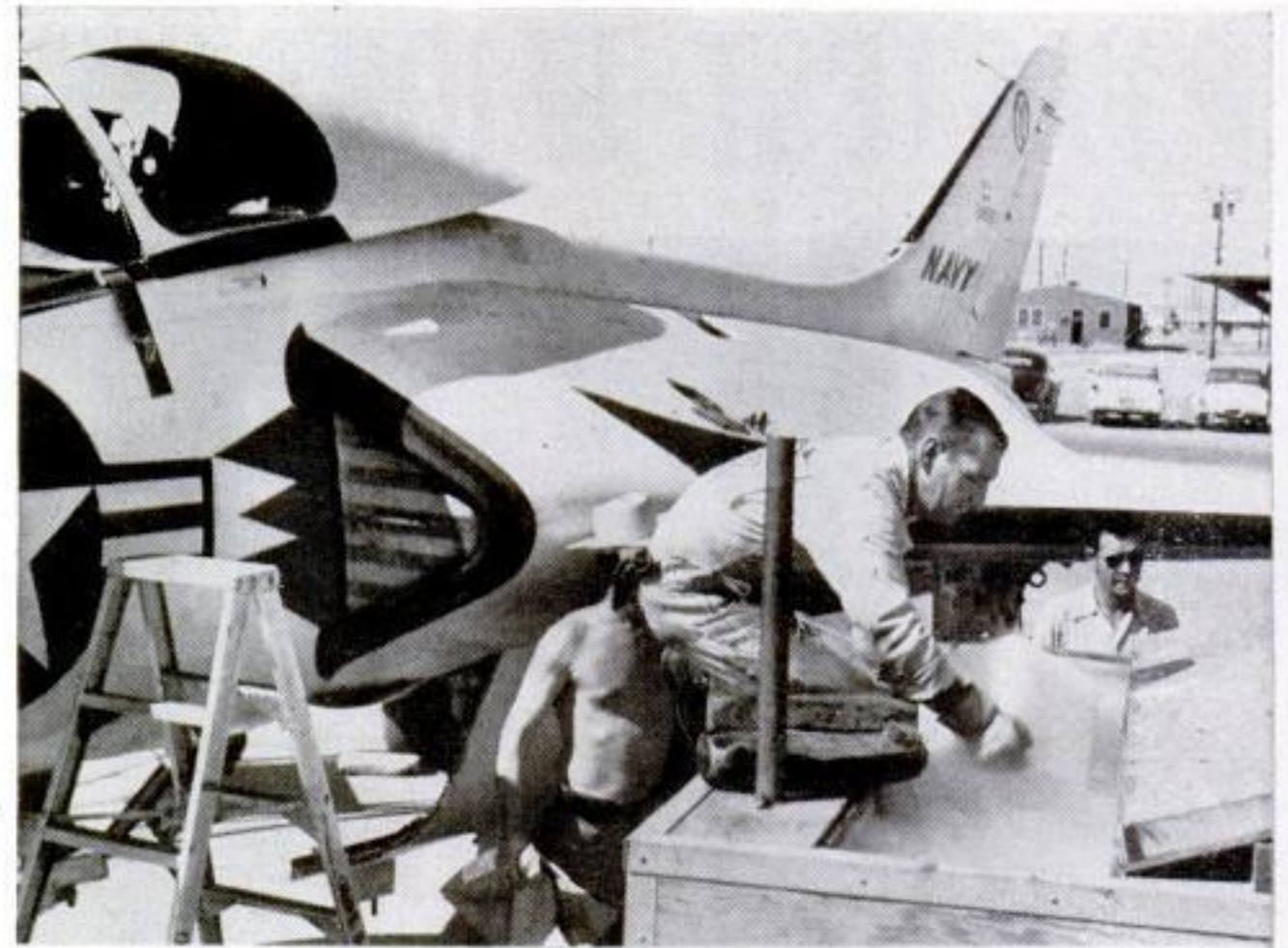
Delightful—only 88 calories

Drink low calorie BACARDI

COMPUTATIONS
COMPILED FROM
STANDARD CALORIC
TABLES.

© BACARDI IMPORTS, INC., 595 MADISON AVENUE, N. Y., RUM ... 86 PROOF.

Fastest Flight CONTINUED



COOL FUEL, so it will contract and thus allow the jet's tanks to hold a greater load, passes through pipe which is surrounded by chunks of dry ice.



JUBILANT JETMAN is Commander Verdin. A veteran combat pilot, he now plans a carrier take-off in Skyray.



DELTA WINGS of F4D give it the appearance of a huge moth. It has an air intake on each side of fuselage, will be in full production in three months.

About Next Week's

LIFE

'... in the presence of this incomparable man.'

"I recall telling Winston Churchill, many years ago, that writing was his forte, that in devoting himself to it he would enhance his public stature and usefulness. Happily for us all, he never gave up writing even while he was achieving greatness in many ways—as the leader of his nation, as the indomitable defender of Britain and the Crown, as one of the chief architects of victory over Nazism and Fascism and of defense against Communism. Much of his fame rests upon his glorious leadership in war; but he has never led Britain in a war of aggression. He has fought only in defense of peace and freedom. These have been and are his goals. His writing is matched only by his part in the events he describes. Through all the times he records, I have valued him as a friend. He writes as he talks. As you read you feel yourself in the presence of this incomparable man."

BERNARD BARUCH



WITH these words America's own elder statesman hails the world's elder statesman, Sir Winston Churchill, whose long-awaited book, *Triumph and Tragedy*, the final volume of his memoirs of World War II, will begin in LIFE next week.

This volume by this incredible statesman, warrior, historian, oracle will undoubtedly be acclaimed as the one book of our time that gives us a real and intimate understanding of the events that shaped the world we live in today. It is a book that could be written only by one of the major characters in the world drama it describes. The writer himself says of the revelation in this book: "I should not tell this tale now when all is plain in glaring light if I had not known it and felt it when all was dim, and when abounding triumph only intensified the inner darkness of human affairs."

Much of this story of the war is revealed in the confidential messages exchanged by President Roosevelt, Premier Stalin and Prime Minister Churchill. When events became too complicated to handle by correspondence, the famous wartime triumvirate met to talk it out in person. Sir Winston tells what went on at the conferences in Quebec, Moscow, Yalta and Potsdam.

What really happened at Yalta?

Why did the Russians get to Berlin first?

How did the cold war start? And how soon did Churchill see that it was coming? And why were his hands tied by the U.S. when he proposed to win it?

How did Stalin react when he first heard about the A-bomb?

Triumph and Tragedy answers these and many other questions in secret documents never before revealed, and in the author's own audacious explanations. And along with the triumph of the Allies' military victory over Nazism, along with the tragedy of Russia's duplicity, this volume of Sir Winston's memoirs will bring you Churchillian wit at its best as he reports rare anecdotes which only he can tell.

LIFE's serialization of this most important work will run for five consecutive weeks and, as in our past presentation of these memoirs, will be supplemented with pictures, many of them in color, of the author, his family, his associates and the events he describes and with paintings from LIFE's own collection of great war art.

ANDREW HEISKELL, *Publisher*

To 1 out of every 3 smokers: **Which cigarette**



1.

Five people simultaneously light up five well-known brands of filter-tip cigarettes. Then each smoker puts his cigarette into the special glass made with a tube through which smoke can be drawn.



2.

Four puffs . . . no more . . . of smoke are drawn into each glass by each of the five smokers. Then the glasses are allowed to sit for a few minutes until the nicotine and tar particles in the smoke have settled.



3.

At a given signal, each smoker lifts his glass. See the amazing results! The irritants that come right through the other four filters produce dark, ugly stains. But there's scarcely a trace from the new KENT. Proof that KENT removes far more irritants than any other filter cigarette. Visual proof of the greatest health protection in cigarette history!

gives you the greatest health protection?

Five smokers compare KENT with four other well-known filter-tip cigarettes. Look at the results... then decide which cigarette you should smoke.

ACCORDING to published medical reports, at least 1 out of every 3 smokers is sensitive to the nicotine and tars in tobacco smoke.

Until recently, if these sensitive smokers wanted a good smoke, they just had to suffer the consequences. But now . . . with the introduction of the new KENT with the Micronite Filter . . . their problem is solved.

What KENT's Micronite Filter does

KENT's Micronite Filter is the only filter that takes out *enough* of the nicotine and tars in tobacco smoke to give sensitive smokers the health protection they need.

In fact, KENT removes far more nicotine and tars than any other filter cigarette . . . and you can see proof of this fact for yourself in the three pictures on the opposite page.

Why the Micronite Filter is best

There is a good reason why the results you see in the third picture so favor KENT. It is because the Micronite Filter is made of a material which has been used to purify the air in atomic energy plants of microscopic impurities . . . while other cigarette filters are made of ordinary cotton, cellulose or crepe paper.

This material—as used in KENT's Micronite Filter—is so effective that it removes nicotine and tar particles as small as 2/10 of a micron . . . so tiny that it would take 10,000 of them to cover the head of a pin.

At the same time, you can easily draw through the Micronite Filter the wonderfully rich flavor of the fine tobaccos blended especially for KENT cigarettes.

Try KENT today

With your first KENT, you'll discover how good a cigarette can be when you're not bothered by the harsh taste of nicotine and tars. And we believe that you sensitive smokers will be delighted with how much better you feel after smoking a carton of KENTS.

Kent

with exclusive
MICRONITE filter

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company



TENTS OF THE BRITISH 33RD INFANTRY REGIMENT NEATLY LINE THE ROLLING SLOPES NORTHEAST OF RUSSIAN-HELD SEVASTOPOL IN THE SPRING OF 1855.

A KOREAN-LIKE

On its 100th anniversary, a conflict with Russia



WAR PHOTOGRAPHER Roger Fenton sits for a self-portrait wearing the garments of a Croat soldier. After war he quit photography and became a lawyer.

One hundred years ago this month, the sultan of Turkey declared war against the czar of Russia and lit the fuse which set off the Crimean War. At the time and for nearly a century since, this war was dismissed by most people as one of the most senseless ever fought, remembered best for a minor incident—the charge of the Light Brigade at Balaklava. But in retrospect it is clear that the Crimean War raised the first alliance of Western powers against the expansionism of imperialist Russia. Because of this and because it was fought in a far corner of the earth, this 19th Century conflict bears a curious resemblance to the 20th Century Korean war.

The members of this first Western alliance—Great Britain, France, Sardinia and Turkey—ran into wartime problems as big as their overall plan. They chose to fight the war on the Crimean peninsula—within the boundaries of Russia but a staggering 2,500 miles from the industrial centers of Europe. For France and Great Britain, that called for one of the most ambitious supply lines in the history of warfare. Eventually, however, the Allied armies suffered from mismanagement at the front and indifferent support at home. The war drifted into stalemate and finally ended with the signing of a peace treaty 29 months after it had begun.

For examples of tactical brilliance, the Crimean War set few high



ENEMY FORTIFICATIONS OVERLOOKING THE ALLIED CAMP FROM ONLY A MILE AWAY PROTECT THE HILLS OF MACKENZIE HEIGHTS (IN THE BACKGROUND)

WAR IN CRIMEA

is recalled in the world's first battlefront pictures

standards for later military men. But in the midst of bumbling generals, civilians made notable contributions. Best known of all was Florence Nightingale (p. 156), whose heroic work dramatically raised the character of the British soldier and nurse in the eyes of the public. The first correspondent in history ever to be sent to war by his newspaper was William Howard Russell of the *London Times* who sent back blistering on-the-spot stories. The first wartime cable was laid across the Black Sea to Varna. There it connected with telegraph to London and Paris. This revolutionized military communications by making it possible for political leaders at home to communicate directly with the general staff at the front (a practice the generals regarded as a nuisance).

And the Crimean battles were covered by the world's first successful war photographer, a Britisher named Roger Fenton who, journeying to the front with crude equipment, struggling with glass plates, sweating in the heat of his darkroom van and even ducking occasional cannon balls, miraculously managed to produce 350 singular photographs. Here LIFE publishes the best of Fenton's work, which—as a *London magazine* in 1855 predicted it would—records “the dreadful Crimean struggle long after the traces of war's iron hoof have been effaced.”



COMBAT AREA was limited to the tip of Crimean peninsula, but some Allied wounded were shipped 300 miles across the Black Sea to hospitals in Scutari.



A COLOR SERGEANT STANDS STIFFLY AT ATTENTION BEFORE FELLOW MEMBERS OF 71ST REGIMENT OF THE "HIGHLANDERS"



FRENCH OFFICER (CENTER)

Life behind Allied lines

In documenting the Crimean War, Photographer Roger Fenton revealed a sharp eye for everything from the detail-filled panorama of the battlefield (*pp. 154, 155*) to the fascinating costumes of the troops and civilians from different nations. The photographic equipment of the time did not allow him to record people

in motion, but he posed his subjects imaginatively with such varying results as those shown here. Fenton, who had only a limited supply of glass plates, often voiced a complaint that has a familiar ring to cameramen today. Wherever he went he was forever having to say no to people who wanted him to take their picture.



SERGEANT gets a drink from fellow member of the British 4th Light Dragoons. The soldiers are snappily dressed in a standard uniform of the cavalry: bellboy shell jackets and pill-box forage caps.



OFFICER, taking his ease after returning from a cavalry charge, has a drink poured for him by his batman (orderly). Early in the war, British soldiers had a reputation for drinking their pay away.



CIVILIANS served on the British Sanitary Commission, an investigative body composed of doctors, engineers and inspectors sent to Crimea from England by the Secretary for War in the spring of 1855.



ASSUMES STANCE HE HELD WATCHING THE CHARGE OF THE LIGHT BRIGADE



TURKISH FIELD COMMANDER Osman Pasha, who had 8,000 men under his command, sits on his horse as bodyguards stand at attention on either side. Although the Turks sometimes proved themselves able in battle, they had a reputation for robbing civilians and were generally disliked by the British soldiers.



FRENCH CANTINIÈRE, one of the women who worked in the canteens and cookhouses of French troops, displays standard uniform consisting of both skirt and trousers. The *cantinières* also carried the smooth stick shown here and once used them to whack Turks who had broken rank and were fleeing from battle.

BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale



© 1953, BREWING CORP. OF AMERICA, CLEVELAND, OHIO



SUPPLY SHIPS lie at anchor in harbor of village of Balaklava. Once a hurricane hit the lagoon and wrecked nearly 30 British vessels laden with medicine and food.



POCK-MARKED BATTLEFIELD below Balaklava lies covered with cannon balls fired into the area by Russians.

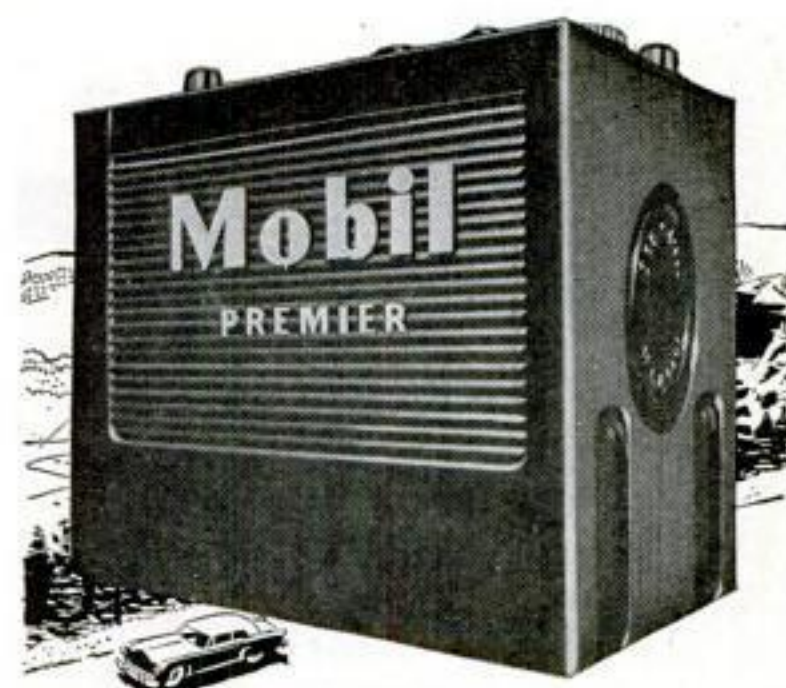
Allied troops, dodging enemy fire in ravine, bitterly named it after 23rd Psalm, "The Valley of the Shadow of Death."



ENEMY FORTIFICATIONS of Redan guarding Sevastopol lie in disarray after Russians finally abandoned the city in

1855. The British had once stormed the walls of Redan but were slaughtered by the defending troops and driven back.

CONTINUED ON NEXT PAGE



How Many "Starts" Left in Your Battery?

See Your Mobilgas Dealer and Find Out with a

Mobil Battery Check



Now's the time for a fast, free battery check with exclusive Mobil Start-O-Scope. Tells you immediately the condition of your battery. Need a new battery? Mobil "210," of course!

Mobil "210" Battery

Your Best Battery Buy!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Best Buy

Guaranteed to Outperform Toasters Costing $\frac{1}{2}$ More!



Best Toast

Get Any Color Toast from Any Bread at Any Time!
Even reheats cold toast without changing its color.

- Snap-out Crumb Tray
- Try it for 10 days under Money Back Guarantee!
- Toasts One Slice or Two

Windsor models available at slightly higher prices



PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

Proctor Electric Company, 3rd St. & Hunting Park Ave., Phila. 40, Pa.

Crimean War CONTINUED



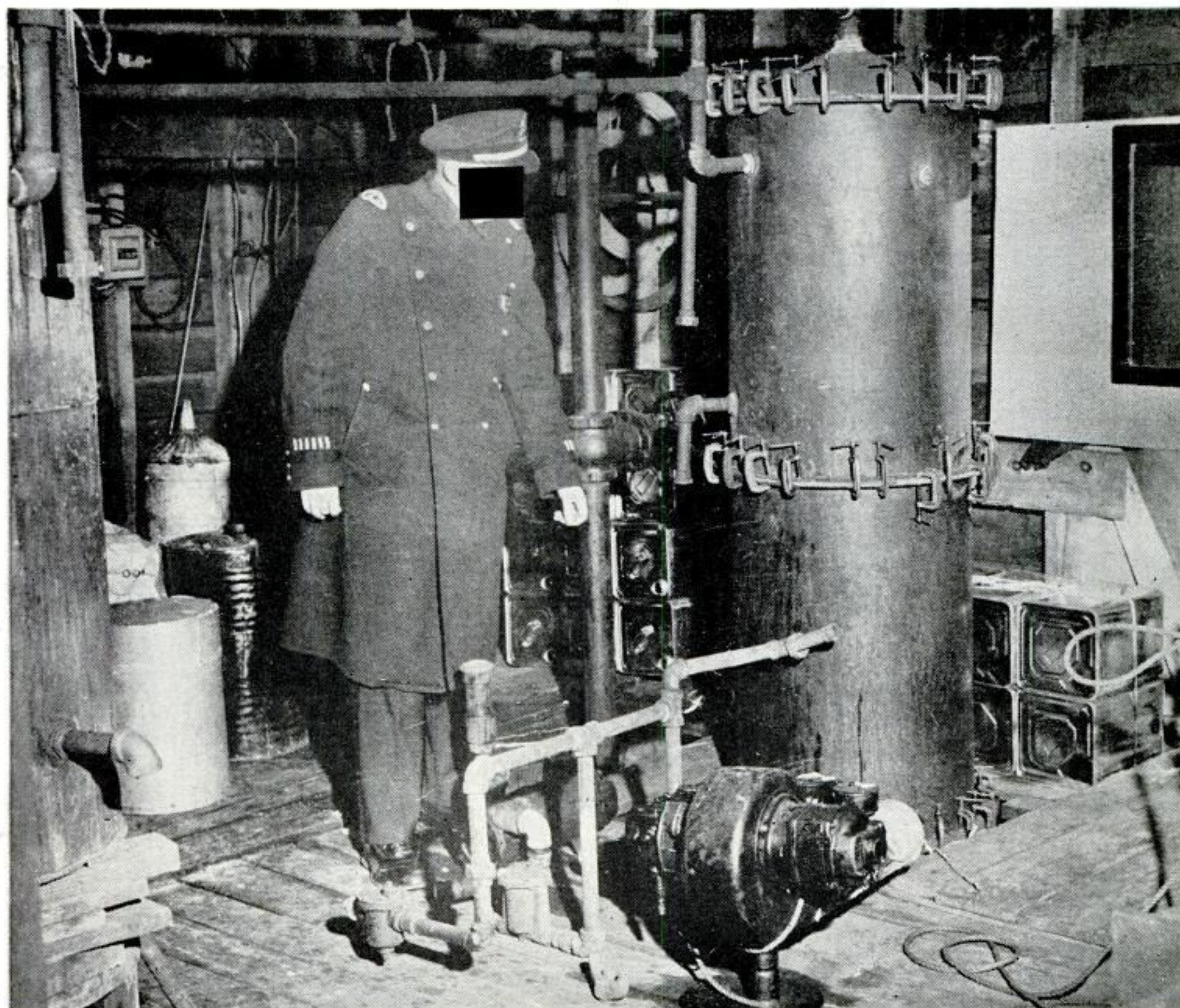
FLORENCE NIGHTINGALE set up first modern nursing system and first efficient wartime hospital. Her suggested reforms subsequently established a new health organization in the British army.

Heroics and blunders

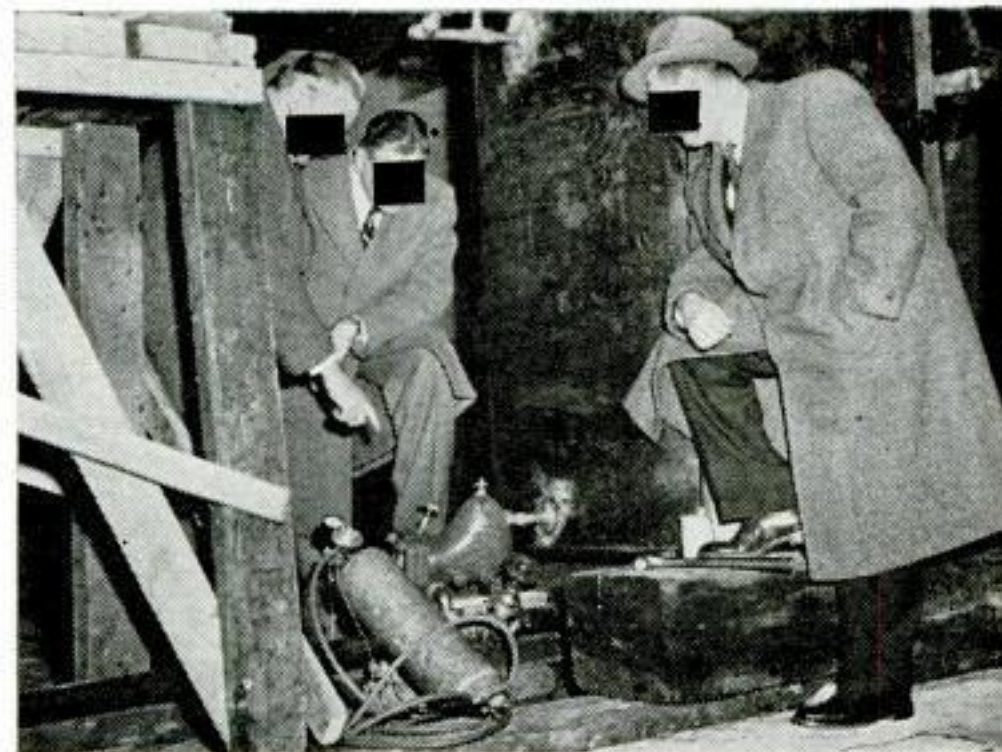
The chief problems of the Allied forces in Crimea came not from enemy bullets but from a vast complex of difficulties originating behind their own lines. Altogether, the war claimed the lives of 143,000 Allied soldiers, but more of them died from an epidemic of cholera than from battle casualties. The epidemic arose from inadequate sanitary precautions and from lack of sufficient hospital facilities—evils not entirely mitigated by Florence Nightingale's untiring efforts. The commanding staff was continually harassed by governments at home offering arm-chair advice. The tripartite command of French, British and Turkish generals had frequent internal disagreements. There was heroism aplenty in the field but confusion in the ranks often brought needless casualties. The most celebrated blunder of all arose from a misinterpretation of orders for the Light Brigade which, amid the volley and thunder of cannon, sent the ill-fated "six hundred" off into the valley of death. The bored belligerents signed a peace treaty in 1856, and the significant effect of the Western coalition was to block the czarist drive southward for a warm water port on the Mediterranean.



COMMANDERS IN CHIEF of Allied forces hold one of their last conferences. They are (left to right) Lord Fitzroy Raglan, a Britisher who gave his name to the style of coat and sleeve he wore; Omar Pasha, a Croatian-turned-Turk; and Aimable Pélissier, last of a series of French commanding generals.



When Federal agents and local police raided a farm at Walpole, near Boston, Mass., in February, 1953, they destroyed this illegal still, which they estimated had cost the Government \$10,000 in lost taxes *every week it operated at capacity*. Nine 700-gallon capacity mash vats also were found. Officials said the still probably had operated for two years.



Two 1,000-gallon stills and other equipment, estimated by Alcohol Tax Unit officers to cost at least \$100,000 to build and install, were seized in a Kensington, Pa., furniture plant. Elaborate and expensive installations like this are indicative of the huge profit to be made in illegal distilling.



The East was the first target of the bootleg syndicates, but today the racket is sweeping across the country. Distilling equipment above was seized in Detroit in July, 1953.

AT TODAY'S \$10.50 A GALLON LIQUOR TAX...

Bootlegging is Again a National Problem

A \$6 tax will combat it... and give you legal beverages at fair prices

The makers and merchants of legally distilled spirits are asking that the Federal excise tax be adjusted from the present \$10.50 per gallon to a maximum rate of \$6. Even at \$6, the Federal tax alone would still represent approximately one-third of the average retail price of a bottle of whiskey.

In 1944, when the Federal rate jumped from \$6 to \$9 a gallon, organized crime began to move in; since November, 1951, with a \$10.50 a gallon "tax advantage", bootlegging in metropolitan areas has begun to rival Prohibition's worst.

The 1944 and 1951 increases, supposedly "temporary", have long outlived their usefulness. They

have encouraged the ever-growing production of a filthy product that in a single shocking instance put 41 Georgia people in coffins and over 200 in hospitals.

Today, thousands of Americans are risking their health by drinking bootleg whiskey. Priced out of the legal liquor market by the prohibitive Federal tax, they are fair game for the bootlegger and his vicious product.

Federal enforcement staffs are undermanned. Yet last year they seized 10,685 outlaw stills; state and local authorities captured over 10,000 more. *So long as a fantastic profit remains in a bottle of*

tax-cheating "bootleg", effective enforcement is next to impossible.

There is only one fool-proof way to beat the bootlegger: *Take his customers away by bringing legal liquor prices down to average-income levels.*

A maximum \$6 tax will remove most of the rich profit from illegal distilling... will make big operations like those pictured above too costly a risk.

A maximum \$6 tax will recover some of the tax millions now being stolen from Federal, state and local treasuries... *a loss that has been conservatively calculated at over half a billion dollars a year.*

A maximum \$6 tax will give you good legal beverages at fair prices.

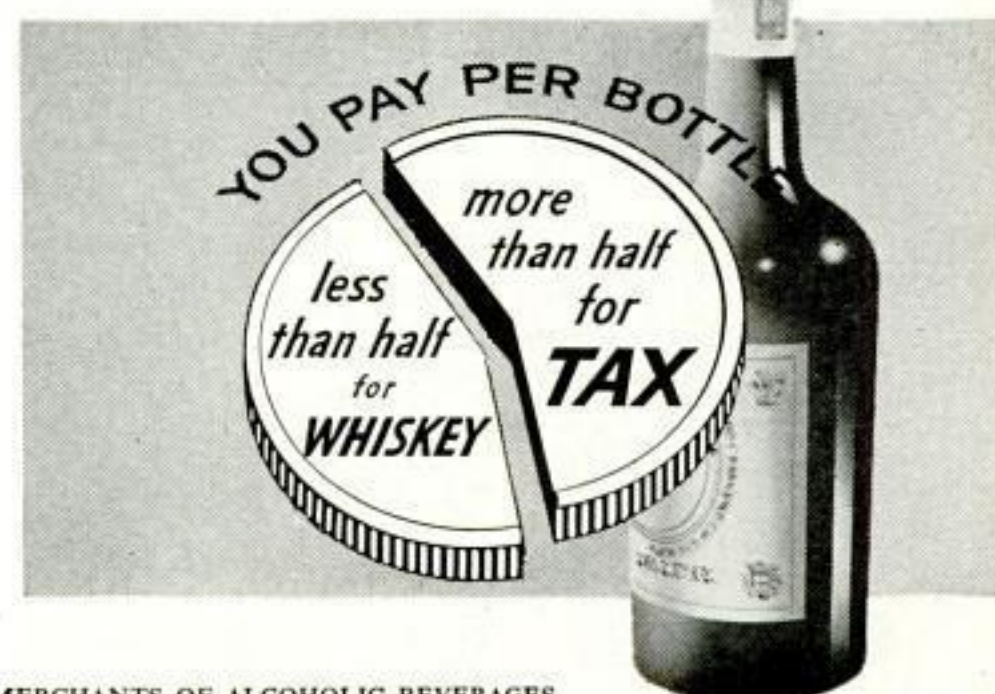
These benefits are not wishful thinking. They are based on the record.

Here's what you really pay for whiskey!

WHISKEY	TAXES
1.89	2.38

TAX FACTS. When you pay around \$4.27* for a "fifth" of your favorite whiskey from a licensed retailer, you actually pay about \$1.89 for the whiskey itself, about \$2.38 more in Federal, state and local taxes. In spite of general cost increases since 1942, the average distillery price of whiskey, less taxes, has not increased. Today it's the *tax* that hurts!

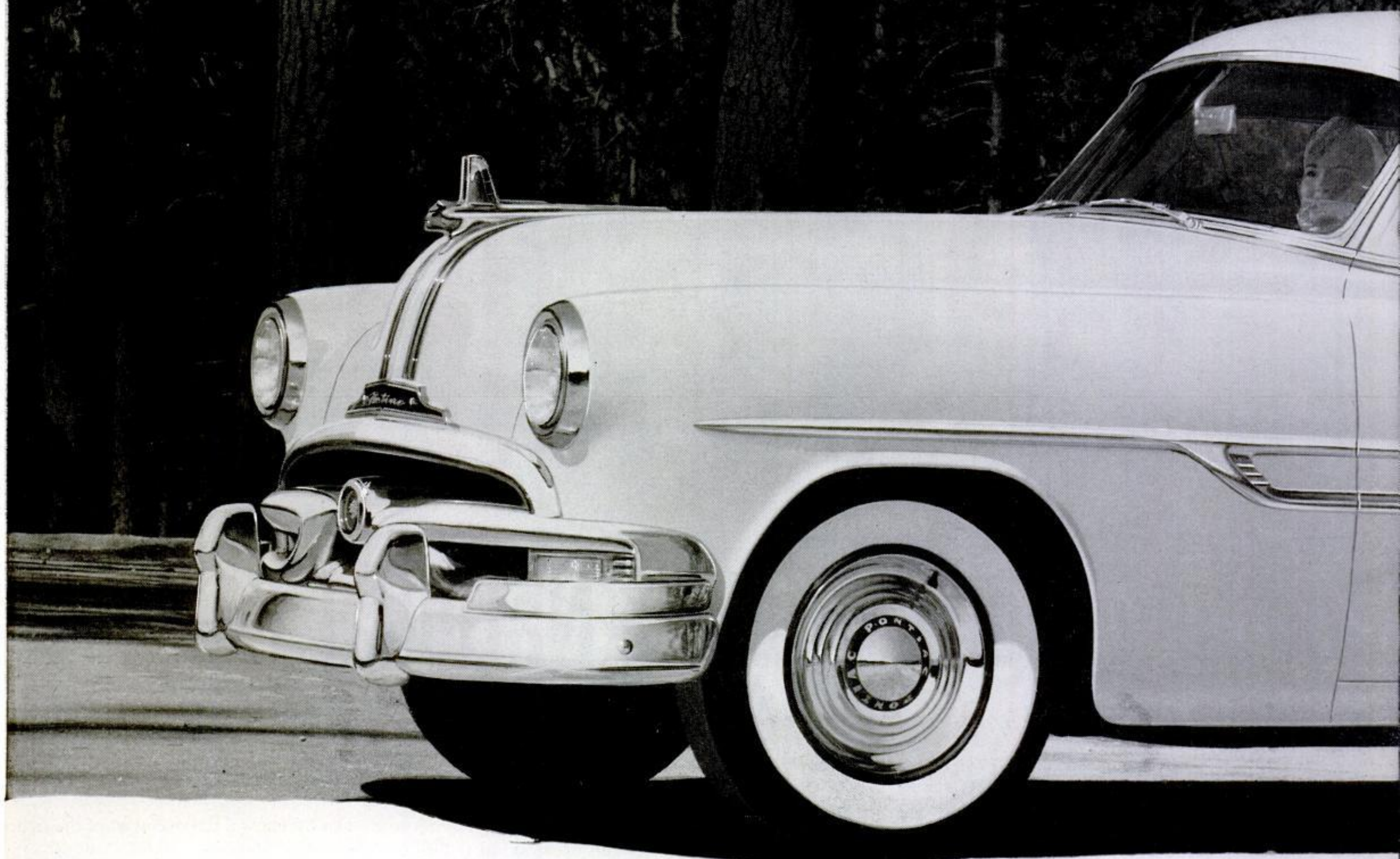
*The average national retail price.



PUBLISHED IN THE PUBLIC INTEREST BY

LICENSED BEVERAGE INDUSTRIES, INC., 155 E. 44TH ST., NEW YORK 17, N. Y., IN BEHALF OF THE PRODUCERS AND MERCHANTS OF ALCOHOLIC BEVERAGES

Dollar for Dollar you can't



Top-Notch Quality! Low

One of the most remarkable characteristics of a Pontiac is its ability to provide you with the satisfaction and pride of fine-car ownership—and at the same time leave you with the pleasant knowledge that you've paid no premium price-wise.

BIG, HIGH-COMPRESSION ENGINE

As your first step toward proving this, get behind the wheel and put Pontiac through its performance paces. You'll find its smooth, husky, high-compression engine delivers more than ample power to glide you smoothly in city traffic or cruise you along the open road with amazing gas-saving economy—you always know you have power to spare!

BEAUTY, SIZE AND LUXURY

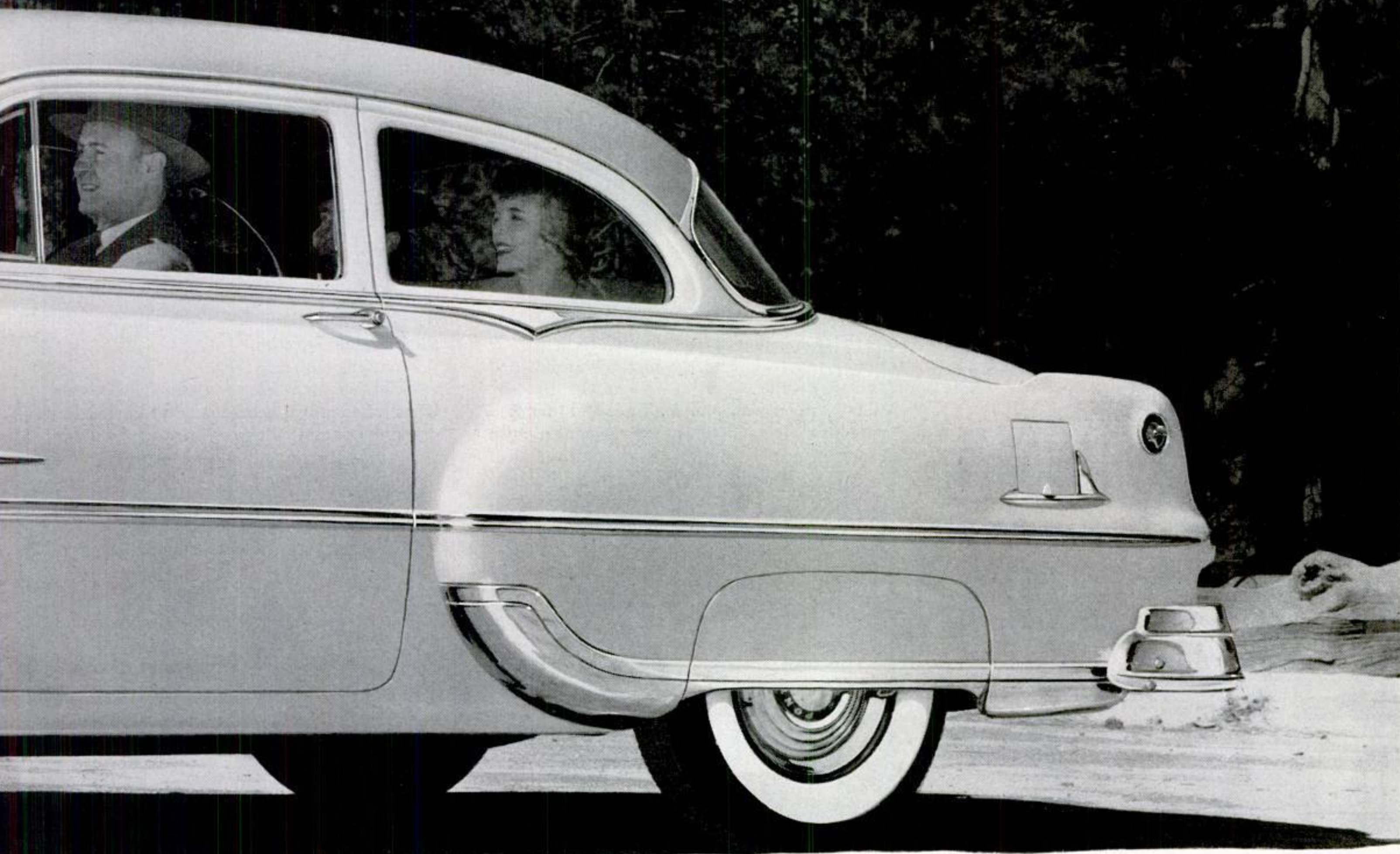
No car on the road is more beautiful or more instantly recognized than Pontiac. And it's a big car—with a long 122-inch wheelbase for road-hugging safety and comfort. Inside, Pontiac is as smartly and luxuriously styled as any car on the road, surrounding you with appointments and conveniences you'd expect only in far more costly cars.

EASE OF HANDLING

Pontiac is surprisingly easy to handle. It's sure-footed on all roads and steers and parks like a dream. And with Power Steering* you enjoy the ultimate in effortless handling.

COME IN AND DRIVE A WONDERFUL PONTIAC

beat a Pontiac



Budget Price!

ALL-AROUND ECONOMY

Once you discover that Pontiac gives you all the features of any fine car, you'll find it hard to believe that it's priced so low. Just as important as its next-to-the-lowest first cost is Pontiac's remarkable record for long-range dependability and economical maintenance. This unique characteristic is reflected in Pontiac's universally accepted high resale value which saves you even more.

* * *

We cordially invite you to experience the pleasure of driving a Pontiac yourself. Come in soon for a demonstration—get the facts and figures that prove how easy it is to own a truly fine car at a very low cost.

*Optional at extra cost.

HIGHLIGHTS OF PONTIAC QUALITY AND VALUE!

LONG 122-INCH WHEELBASE

BEAUTIFUL, ROOMY, LUXURIOUS BODIES BY FISHER

GENERAL MOTORS LOWEST PRICED EIGHT

POWERFUL HIGH-COMPRESSION ENGINE

ESTABLISHED ECONOMY, LONG LIFE AND
HIGH RESALE VALUE

EXCEPTIONAL STEERING AND PARKING EASE

★ ★ ★ ★

SEE TWO GREAT PONTIAC NBC-TV SHOWS

THE NEW DAVE GARROWAY SHOW
Brightest Nighttime Show on the Air

THE PONTIAC FOOTBALL SCOREBOARD
* Right after the GM Football Game of the Week

SEE YOUR NEAREST PONTIAC DEALER TODAY!



FORMAL PHOTOGRAPH OF C.C.N.Y.'S 1889 CLASS SHOWS (1) WALTER MOHR, (2) BERNARD BARUCH, (3) SAUL BERNSTEIN, (4) HENRY LUDWIG, (5) SAMUEL BLAN

CLASS OF '89 MEETS AGAIN

Old grads help to honor Baruch

The Class of 1889 of the City College of New York got together again last week to help their school pay tribute to the man who graduated 13th down the list 64 years ago. On the very site where once they took classes and then had posed for their official commencement picture when their ranks were full (*above*), a handful of '89ers sat with No. 13 himself, Bernard M. Baruch (*below*), for 90 minutes of nostalgia and name-changing. C.C.N.Y.'s business school was being ceremoniously rededicated as

the Bernard M. Baruch School of Business and Public Administration.

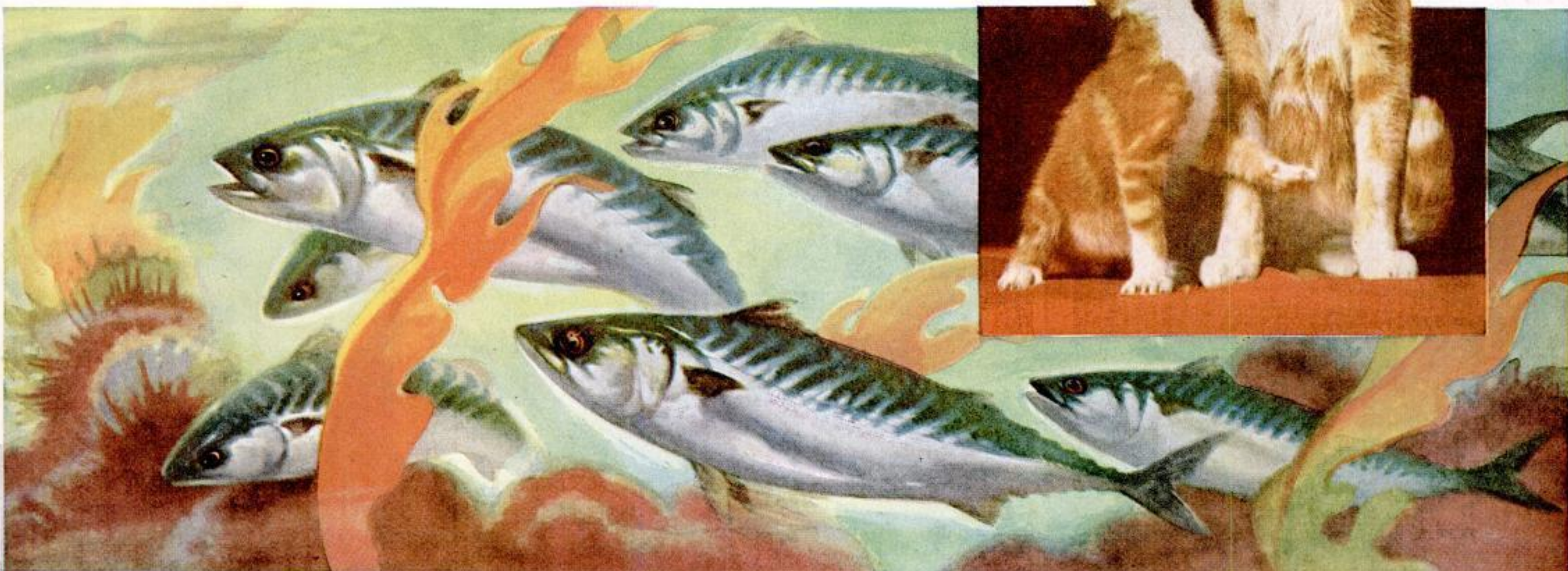
Having been sought out as a friend and adviser of presidents for most of his 83 years, Baruch has grown accustomed to having honors and honorary degrees showered on him. This honor, however, almost cost him his composure. As he waited for the public ceremonies which followed their private get-together, Baruch confided to his old college mates, "I'm usually not nervous—but I am a little now."



INFORMAL REUNION of Class of 1889 brings together the five men (*shown top of page*) in same order. Studying original class picture, Baruch said, "I wish

I had more time to remember some of the fellows." With academic gown Baruch wears hood given him with honorary Doctor of Laws degree by C.C.N.Y. in 1947.

AN IMPORTANT ANNOUNCEMENT BY THE
MAKERS OF PUSS 'N BOOTS CAT FOOD



These deep sea beauties are Pacific Mackerel. Our fleets catch them specially for Puss 'n Boots.

Now Biological Research Explains

THE LIFE BALANCE IN WHOLE FISH AND WHAT IT MEANS TO YOUR CAT



Do you remember this delightful drawing? It appeared some years ago in a Puss 'n Boots ad with this jingle:

*This Fish I once caught
Is Food for your thought
As students of "Eat-ology."
Fish won't bring cats wealth
But will bring them health.
It's Nature's own way, don't you see!*

We thought of the jingle as we studied recent research findings which bring poet and scientist together in happy accord. For research now strikingly demonstrates that the life-giving factors created by nature...and representing nature's own ideal life balance...make fish, *whole* fish, probably the best single food you can feed your cat.

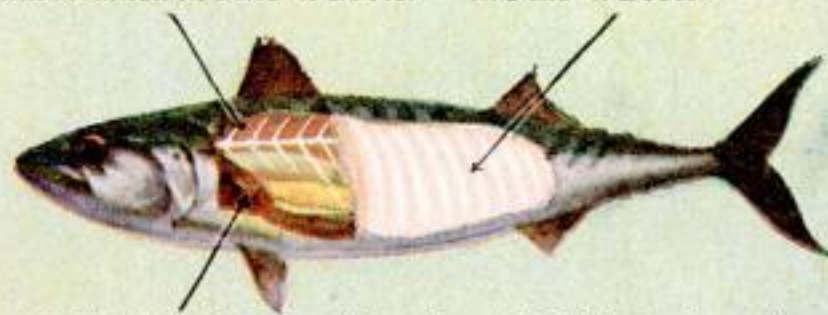
Almost any part of the fish, when properly prepared, furnishes certain important nutrients. Fish ranks extremely high that way. Fish flesh or fillets, the parts generally reserved for human consumption,

are richly endowed with easily digested, growth-promoting proteins.

Other parts of the fish abound in calcium, phosphorous, iodine. Still other parts are reservoirs of Vitamins A and D, of manganese—essential to life reproduction, of thiamin, riboflavin, iron.

BONE STRUCTURE. For calcium and phosphorous...vital for sound, healthy frame. Made crumbly and digestible by special processing...and retained in Puss 'n Boots.

FILLETS OR FLESH for easily digested, growth-promoting proteins. Generally reserved for human consumption...but retained in Puss 'n Boots.



LIVER, GLANDS for Vitamins A, D, B, including riboflavin, thiamin, niacin... essential for healthy nerves and tissue, general well being. Frequently extracted for medicinal uses...but retained in Puss 'n Boots.

Each part of the fish contributes nutritive elements, but only the *whole* fish represents the nutritive whole, the perfect sum of the parts... the complete inventory of life, itself.

Science thus explains why the *whole* fish, properly selected and processed, becomes the ideal nat-

ural diet for cats. That is why cats grow and thrive, sparkle with life and beauty, when they are regularly fed Puss 'n Boots. Because in our canneries the whole fish, *fillets and all*, is cooked and packed with added palatable and healthful cereals*. Nature's own balance of vital elements remains intact... just as it existed in the living fish.

Whenever, wherever you buy Puss 'n Boots you are assured of this life balance... because Puss 'n Boots is made of *only* fresh-caught *whole* fish. It is a distinction that has won millions of cat owners to regular Puss 'n Boots feeding. It is an inviting and satisfying way for you to see your cat at her very best... lively, lovely and lovable.



*The cereals, or grains, in Puss 'n Boots are themselves valuable sources of additional elements for promoting growth and good health in your cat... contributing to flavor, digestibility, and all-round nutritional balance.

PUSS 'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD
ADDS THE PLUS IN HEALTH, BEAUTY, VIGOR

Coast Fisheries, Division of The Quaker Oats Co., Wilmington, Calif.



now television can give you so much more than a picture

Consider the dual enjoyment that is yours with this distinguished Empire by Stromberg-Carlson. You have superb performance in sight and sound, with exciting Panoramic Vision that only Stromberg-Carlson can give you. And, as a worthy center of interest in your home, you have a masterpiece of fine cabinetry that will always speak eloquently of your good taste.

**“there is nothing finer than a
STROMBERG-CARLSON®”**

The EMPIRE, 24 inch
aluminized picture tube, with
exclusive PANORAMIC VISION
for the widest viewing angle
in television. Outstanding
performance on UHF and VHF,
even in fringe areas.
Cabinet of comb-grain
limed oak veneers
has space-saving disappearing
tambour doors and interesting
recessed speaker grill.
Also available in hand-rubbed
Honduras mahogany veneers.

*Stromberg-Carlson television is priced
from \$249.95 including excise tax
and warranty. (Slightly higher in south
and west.) See classified pages of
telephone book for authorized dealers.*





STUDENT SALDAÑA, who is 4 feet 9, paints gay, childlike figures in vivid colors.

An Old Cook's New Art

SWITCHING FROM SAUCE TO OIL, HE PAINTS MEMORIES 70 YEARS PAST

Through a mixup in names a few years ago, the Denver Art Museum mistakenly invited Martin Saldaña to its children's art class. Martin proved to be an elderly cook with a beard, retired because of a stomach ailment. He joined the class anyway. But after a few lessons he found the youngsters too sophisticated for his tastes and withdrew to paint what was on his mind: memories of his own childhood in Mexico. It wasn't long before

he excited his teachers with a spate of gaily geometric primitives aglow with flitting tropical birds, bright-eyed playmates and American schoolmarm's warmed by exotic landscapes. Saldaña has been working at the museum every day since. But recently his relatives delivered sobering news. He had thought he was 72—they say he is 78. "I have to work and work now," he says, looking at his watch. "I have so much to do."



Let in the light—but have your furnishings of color-enduring Chromspun

The more light you have in your house, the more you need Chromspun colors. Here the curtains, the draperies, the upholstery, the pillows and even the lamp shade are Chromspun. All better investments because this acetate fiber is color-locked not only against light*, but against gas fading, cleaning, washing, and crocking... a combination of color qualities never before achieved by any other fiber natural or man-made. What is equally important, Chromspun makes it possible to blend or match colors with

great ease. It drapes beautifully, looks and feels luxurious.

Every day you will find new and thrilling examples of Chromspun in house furnishing fabrics. Look for them. Whether your home is modern or traditional you will find the right weave in Chromspun. Look for Chromspun also in ready-to-wear for the whole family as well as fabrics by the yard. Chromspun is Eastman's trade mark and your guide to long-lasting color. TENNESSEE EASTMAN, 260 MADISON AVE., NEW YORK 16, N. Y.

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

CHROMSPUN

is the color-locked

Eastman

ACETATE FIBER

TENNESSEE EASTMAN COMPANY
division of
EASTMAN KODAK COMPANY



MUSEUM-BOUND Saldaña leaves room at 8:50 every weekday morning. He always carries cane and paper bag holding lunch of apples, boiled eggs.



AT MUSEUM Saldaña gets his paints from drawer in preparation for seven hours of work ahead. At right is painting of Saldaña done by museum student.



SPELLBOUND junior visitors at museum watch Saldaña work on scene. Sometimes he takes time out to show them how to paint roses and pretty girls.

Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

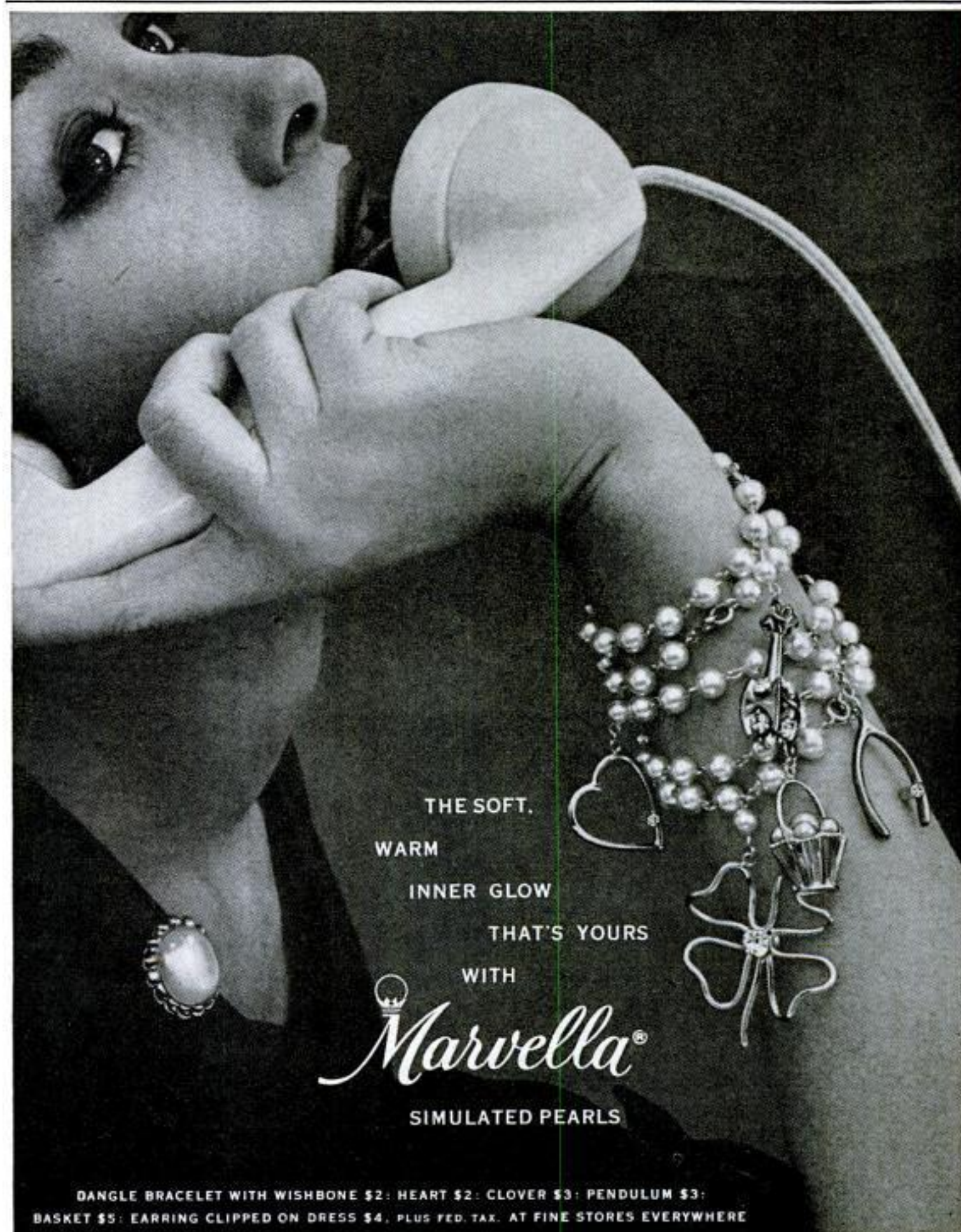
SOOTHES FROM SHAVE TO SHAVE! Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

IT'S A GREAT UNDERARM DEODORANT, TOO! Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

Cools in Seconds... Soothes for Hours!



BIG
5-OZ. SIZE
59¢
also deluxe
\$1.00 SIZE
all plus federal
tax



DANGLE BRACELET WITH WISHBONE \$2; HEART \$2; CLOVER \$3; PENDULUM \$3;
BASKET \$5; EARRING CLIPPED ON DRESS \$4, PLUS FED. TAX. AT FINE STORES EVERYWHERE



SORRENTO—9:30 A.M.



ASHVILLE—10:45 A.M.



FRANKLIN—1:00 P.M.



GOULDSBORO—2:30 P.M.

My Seven Steeples

*In 1943 Christian Henrichsen, a Boston electrical engineer, died and left his childless widow, Margaret, then 42, with the necessity for making a new life. Mrs. Henrichsen had been for many years a devoted Sunday-school worker and it was natural that she should turn for comfort to the church. Her desire, however, was to give, not to receive. How she fulfilled that desire is movingly described in the following article and in her book, *Seven Steeples*, to be published this month by Houghton Mifflin (\$3).*

ALL through New England there are little weed-grown country churchyards. I had seen them many times when on vacation. Their white spires looked picturesque in the distance, set against the forested hills, but close up the little churches needed paint. Their doors opened with groaning squeaks when the neighbors went in to dust, to sweep away the gathering cobwebs and prepare for an occasional funeral service. Otherwise these little churches were never used unless a visiting minister held a few services. And meanwhile the village children went by the forlorn, empty buildings—growing children who had never been to church or Sunday school, children to whom the Bible stories were little known, children who had no real love for a God who loved them. Around these neglected little churches the countryside seemed to be growing Godless, all because there was no minister who cared.

After my husband died 10 years ago I cast about for some way to start life anew. I started thinking again about those deserted churches. My good friend Hilda Ives, a pioneer woman pastor in New England, pointed out that one did not have to go through rigorous and expensive seminary training to become a minister. I could actually get training by correspondence, through the Methodist Conference Course, after I had obtained a church. Still a little breathless at the thought, I wrote a friend who had been a pastor in our town and who was now stationed in Maine. What about some of those empty churches, I asked him; would any of those towns consider a woman minister?

A few days later he was on the telephone, asking me to be pastor in the Sullivan circuit of Maine. And within two months, wondering what had moved me to take such a frightening step but trusting in God to make me worthy of it, I was on my way to Maine.

Mine was really a country church, more than 150 miles northeast of Portland. An old friend accompanied me on the trip, and as we drove steadily northward the landscape changed radically from that of the towns around Boston. Instead of tidy lawns with shade trees and evidence of village life there were more and more stretches of forest land. Villages were farther and farther apart, more homes were unpainted, there were occasional tar-paper covered shacks in little clearings. There was a wilder "feel." This was country, and it was to be my country.

It was late afternoon when we arrived in Sullivan. Fog was coming in from the sea. The parsonage, I had been told, was about a mile up the road to the left. The lawn was an uncut meadow of daisies and yellow hawkweed. The little house was like so many we had passed—a straight little box with gabled ends, sideways to the street. There was

no porch, just a wooden doorstep that led to the green door with two narrow glass panels. I tried the door; it was locked. I looked around, half-expecting some neighbor to appear with a welcoming smile, some member of the Ladies' Aid to help me move in. No one was in sight.

In search of a neighbor who might have the key, I had my first good look at the church. It was frighteningly big and impressive looking. As in a good many Maine churches, the spire was at the left over the entrance, a type of architecture that seems to belong here and to fit right in with the pointed firs. The belfry shingles had rounded ends that overlaid each other like fish scales, appropriate for a seaside community. At the top was a weather vane and on it a bluebird was perched, singing joyfully. Surely a good omen.

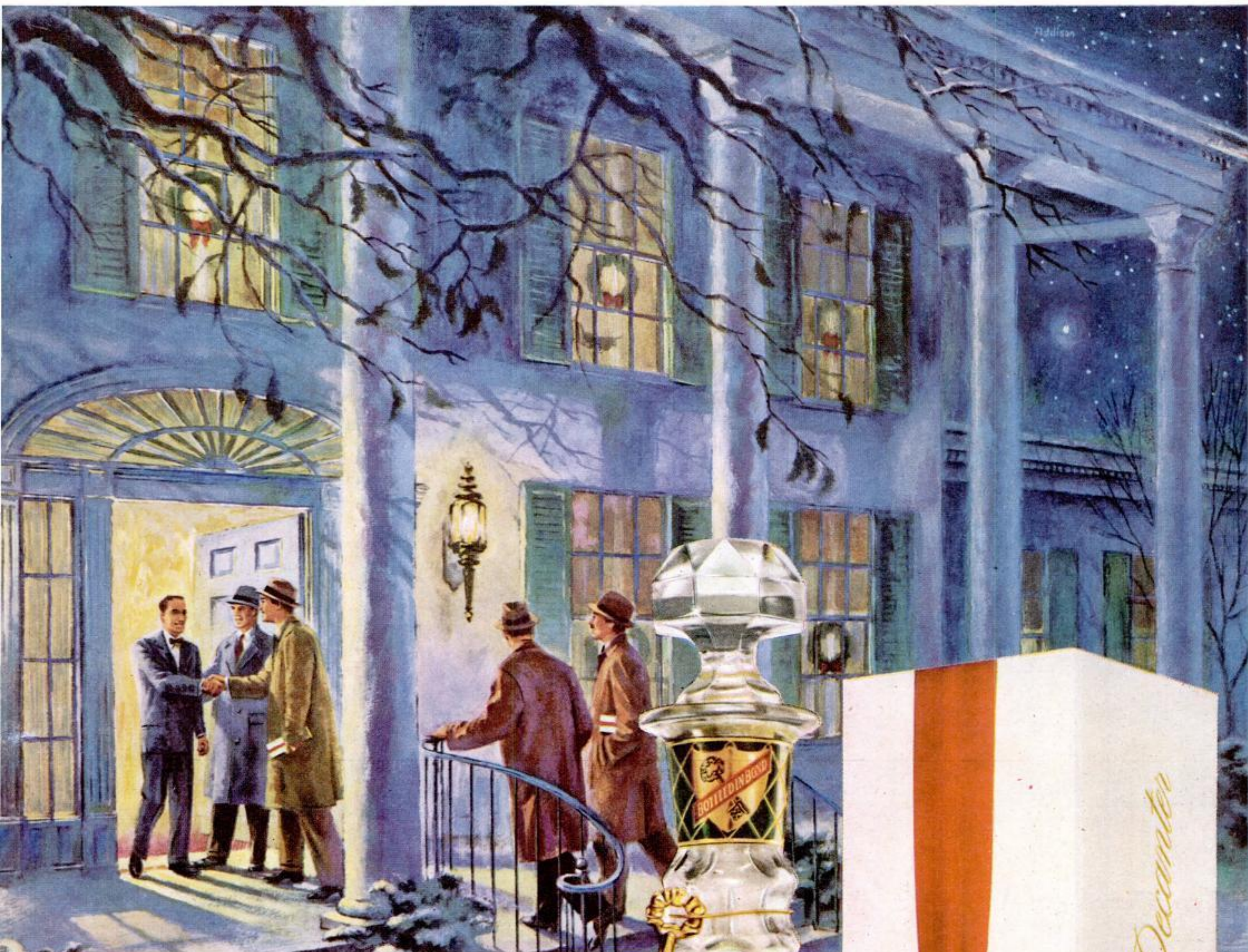
I found the key at the Robertson home just below the parsonage. Mr. Robertson came across the street and opened the door for me. I saw a little narrow hall with a straight stairway that went up almost from the doorsill, on the right a living room and behind it a dining room with a sideboard, an ugly heavy table and straight chairs. The living room had three wicker chairs with the most elaborate curlicues I had ever seen and a cylindrical wood-burning stove with a nickel embroidered petticoat around the base and a nickel "Grecian urn" on top. I had somehow expected a fireplace, but this stove was the heating unit for the house. Central heating was achieved very simply: there was a hole cut in the ceiling both in the study and in the kitchen to allow the heat to go upstairs. There I found two large bedrooms and a smaller one which the last pastor had used for a study.

The furniture was adequate. And obviously someone had been in to wash the floors and wipe down the walls. But the kitchen! I remembered my cozy little white kitchen with its shiny modern equipment in the home I had just left. This kitchen had a low, wood-burning range and an iron sink, somewhat rusty, with a big pump at the end of it. Leading from the sink was a wooden trough which served as drain. But it wasn't needed at the moment because the pump didn't work. Mr. Robertson said he guessed it needed new leathers. The woodwork of the kitchen and even the pump were a depressing orange color.

An air of real dignity

ALL in all it was not an encouraging prospect. Reminding myself that I had volunteered for this, I went across to the church. It was dark inside. But I could see that the hangings were maroon and the pews were of varnished wood. The pulpit and chairs had simple, straight lines. To my amazement the door was at the front of the church instead of at the back. Everyone came in right beside the pulpit platform and had to go down the side aisle to get to the pews.

But the little church had an air of real dignity. And I noticed with delight that the windows were frosted glass on the lower half, with colored squares in the upper. Little squares of red and blue and yellow and purple floated across the dim, quiet room. How the children must love to watch the mysterious bits of color, I thought, remembering my own childhood and what fun it was to look out through such windows and see the world all green or fiery red or bright blue.



Your key to gracious giving . . .

THE DIAMOND DECANTER

Here, in Fitzgerald's classic Distinguished Diamond Decanter—crystal capped and laced with 24 karat gold—is a bourbon flavor unique. Old-fashioned with all the oak-ripened richness of our costly original sour mash recipe . . . to bring you the *best* for gift or guest! Yours at no additional cost over year-round fifth.

Old Fitzgerald

BOTTLED-IN-BOND

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF
STITZEL-WELLER DISTILLERY, ESTAB. LOUISVILLE, KY., 1849



ALL TANGLED UP IN GASOLINE CLAIMS?



HERE'S A TIP...

No other gasoline has
yet equalled this power and
mileage record—

22.3 MILES PER GALLON AVERAGE

IN THE 1953 Mobilgas Economy Run
25 new U.S. stock cars, using Mobil-
gas or Mobilgas Special, averaged an
amazing 22.3 miles per gallon over a
punishing 1206-mile route.

Proof!...it takes perfect balance of
high volatility, high power and high
mileage ingredients to deliver top
economy and performance! Fill up at
your Mobilgas dealer today!



Mobilgas

SOCONY-VACUUM



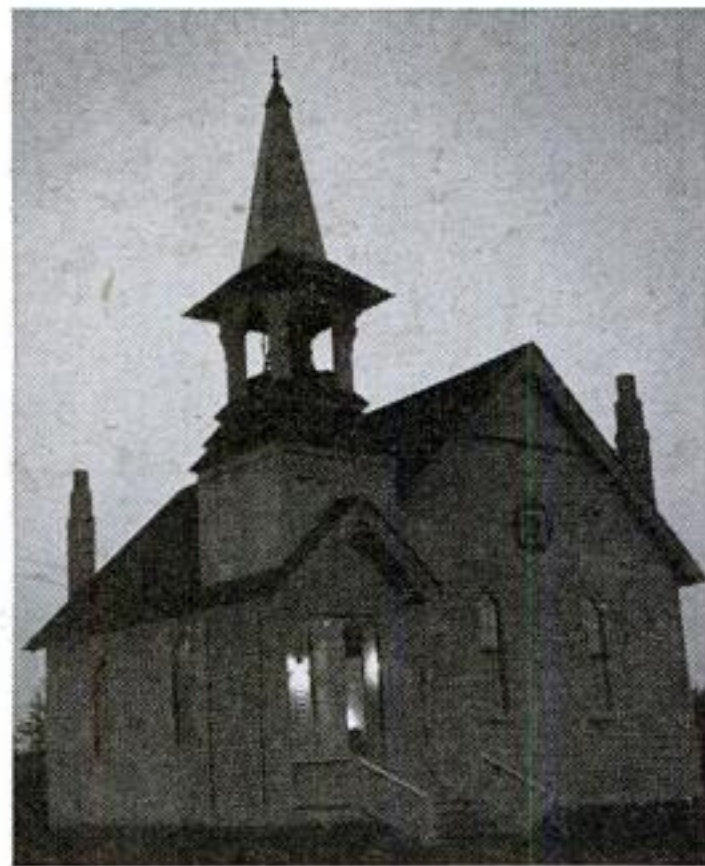
GET HIGH QUALITY ECONOMY GASOLINE



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



NORTH SULLIVAN—5:45 P.M.



PROSPECT HARBOR—7:15 P.M.



EAST SULLIVAN

CHURCHES ON CIRCUIT OF MRS. HENRICHSEN

Each week Mrs. Margaret Henrichsen rides a circuit of little village churches along Maine's remote northern coast to conduct services and otherwise minister to her scattered flock. There are some 600 families in her seven parishes. On Sundays she opens her first service in Sorrento, Maine at 9:30 a.m. and her last in Prospect Harbor at 7:15 p.m., drives 90 miles during the course of the day. She conducts services in only six churches. At the seventh, in East Sullivan, she no longer preaches but still advises on Sunday-school matters and performs other functions.

Widow turned circuit rider revives religious life in neglected Maine parishes and happily discovers that 'there are no little churches in the kingdom of God'

by MARGARET HENRICHSEN

I went to the second pew from the front, sat down and bowed my head. I asked God to make me a real minister of Jesus Christ to these people in this church. Then I waited, head bowed, in the stillness for some time. When I rose I felt a great deal better about the future.

I SOON became accustomed to the old house, even to getting my water from the well next door. I enjoyed the view of Schoodic Head on one side and of Cadillac Mountain on the other as I pumped my pails full. And one morning a few days later, I met one of my new neighbors on the street. I said, "Good morning—how are you?" and I got the usual "Go-od" spoken in the lovely soft voice of northeastern Maine. Then she peered up at me anxiously and said, "Do you like it here?"

"I love it," I said. "I think I like it better than any place I've ever lived." Her face broke into a wonderful smile like the sun coming out. I was thrilled. It was the first real sign of welcome and I felt that truly this was where I was meant to be.

There were a good number of people that first Sunday in the church. As I crossed the street from the parsonage I was glad to hear the clear, deep tone of the old bell being rung by one of the young boys. The organist was already at her place when I entered, and as the service continued I found that she had a beautiful voice and a real sense of music. It seemed strange to be looking toward a solid wall at the back (the only entrance was right at my left hand) and at the enormous wood-burning stove which looked big enough to contain the lads Nebuchadnezzar consigned to the fiery furnace. But I soon forgot the strangeness of the setting as the familiar words of Scripture united us all in the realization that this was the hour when we could worship the Father in spirit and in truth.

Besides this church there was another in my circuit. It was Prospect Harbor, a little fishing village with gray and white houses set along the water's edge, stacks of lobster pots, boats riding peacefully in the harbor, dark red buildings of a sardine cannery at the curve of the shore and gulls flying purposefully overhead. The church was as tidy as the fishermen's houses and as cheerful as the one in North Sullivan was somber. The congregation had a goodly percentage of men in it, and I noticed gratefully that they sang lustily as if they liked to go to church. How their voices rang out on the old hymns! Buoyed up by their responsiveness, I would continue with the Scripture and the pastoral prayer. I would hardly speak three sentences before a deep "amen" would ring out from someone. Throughout the service there were always smiles, nods, more amens and the sense that they were with me all the way—an earnest, lively congregation in a little church that shone with evidence of loving care.

I HAD scarcely got used to the work of two churches when the district superintendent asked me if I would take on three more, temporarily. "Can you carry them until I can get someone else?" he asked. That was nine years ago. I still have them. We managed somehow to arrange the hours and fit five services into the day: East Sullivan at 10 in the morning, North Sullivan at 11:15 (which was much too close to



READING THE GOSPEL in her home church of North Sullivan, Mrs. Henrichsen wears the silver cross she donned to perform her first marriage ceremony.

Adolph's makes all meat more tender

New Food Discovery Cuts Meat Costs!

GIVE greater tenderness to *all* meat, regardless of cut or grade. Cook less expensive cuts *differently* than ever before. Yes, even *broil* round or chuck like you do porterhouse!

SIMPLY SPRINKLE Adolph's evenly on all sides of meat. Then allow to penetrate at room temperature 30 minutes for each ½ inch thickness of meat before cooking. Costs less than a penny to tenderize a pound.

APPROVED for advertising by the American Medical, Dietetic and Home Economics Associations. Get Adolph's at your grocer's today. Available in U.S. and Canada.

Adolph's
THE ORIGINAL
MEAT TENDERIZER

Controlled for Activity, Stability and Uniformity

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Los Angeles 46, Calif.



Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

ACCEPTED
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OF THE
AMERICAN MEDICAL
ASSOCIATION

COMMENDED
BY
PARENTS'
MAGAZINE



NEITHER WORDS NOR PICTURES CAN FULLY TELL THE STORY

OF THIS ALL NEW

RELAXING MIRACLE!

MARIE
Designer
CHAIR

*Here is
why...*

Unlike many other chairs, the MARIE designer chair is designed to correctly fit the human body. For centuries, man has jack-knifed his tired body into countless types of so-called "easy chairs" which give only an *illusion* of comfort.

Today, the revolutionary pre-moulded features of the MARIE chair cradle the body from head to foot in its natural, most restful and relaxed posture. Because of its anatomically correct design and its many exclusive innovations, you will find the MARIE designer chair the most comfortable chair you have ever reclined, read, relaxed or slept in.

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AND ADDRESS OF NEAREST DEALER



AT HER PARSONAGE in North Sullivan, Mrs. Henrichsen plays with her dog, Kip. Firewood stacked near house is an overflow from the full woodshed.

SEVEN STEEPLES CONTINUED

the dinner hour, they assured me), Gouldsboro at 2, Ashville at 5 (just supper time) and Prospect Harbor at 7:15.

As soon as the complicated schedule was working well, some high school youngsters approached me one day and asked, "Will you come down to Sorrento to preach if we can get the people?"

"Of course I will," I said, "if we can find an hour."

So we planned to begin that Easter with a service at 2 in the afternoon. It wasn't the best time, but the people began coming eagerly, and I was so glad to have this little church in action. For a long time it had held services only in the summer and part of the time only in the month of July. All the rest of the year the permanent residents of that little village had had no church. But now it was launched, and since it is a village with a great many young families, a town that in a few years will be full of growing children, it is in some ways the most important church of all.

That, I thought, would be all. There was one other possibility, a deserted church in nearby Franklin. But I had talked to some of the people there, and they had told me that reopening the church would be a hopeless project. The building was in dreadful shape, and there were not enough people interested in refurbishing it. But one day, two and a half years after I had settled down in the area, the phone rang and a voice asked me if I could come to Franklin for a meeting.

I found there a group of women, all friendly, all beaming. Without any preliminaries they said, "We want to reopen the church. There are 30 families pledged to support it and the only question is: Can you come to us—and what time?"

The only time I had left was 1:00 in the afternoon, Sunday dinner hour the country over. I wanted so much to do it, but as I explained my time schedule, I felt sure they would find that a stumbling block. Not at all. I had reckoned without knowing the extent of their enthusiasm. "If that's the time you have that's the time we'll come," they said. They did and still do. It was a monstrous job getting the church building back in shape. But the men set to work, under the direction of professional carpenters who gave their time, and made all the repairs.

The women made choir robes of cherry-red poplin with white collars and black ties for a choir of 12, which was quickly formed by some of the most attractive teen-agers I have ever seen. The first service was held within only two weeks after the decision to reopen the church. The whole congregation is one of the warmest and most enthusiastic I have ever seen. This was the church where "nothing could be done!"

'I want to get married'

SEVEN steeples, seven churches, seven congregations. They have kept me busy but in so many wonderful ways. I remember quite clearly one of the first pastoral duties I performed. One evening just after the supper dishes were done, I was settling down with a book when there was a knock on the door. In the dusk I saw a man whose name I did not know but whom I had seen in the store and the post office—a tall man with a pleasant weather-seamed face. He twisted his blue-striped painter's cap in hand as he asked, "You're the minister?"

"Yes," I said. "Won't you come in?"

He came in shyly, sat down on my big sofa, shifted his hat to his other hand but still said nothing. "What can I do for you?" I finally asked.



NEWLY PAINTED PEWS at Ashville, salvaged from abandoned church and redecorated by parishioners, show characteristic spirit of congregations.

"I want to get married," he answered.

"Oh, tell me about it." I noticed his clean but unironed work clothes and his work cap and thought of course he wanted to make plans for a future wedding. But his answer was, "She's in the car."

When "she" came in, I recognized her as a woman whose husband's funeral I had held a few weeks before. Notified of the death one morning, I had gone out to the little house to find three bewildered teen-age children. The mother, I had been told, was "living away from home." She had come to the funeral, however, and I had wondered about her. Now, here she was, looking pale and weary. "She's just come out of the hospital," the groom explained.

We talked together a few minutes, and I noticed gratefully that when I remarked that unselfishness was the keynote for married happiness, they seemed to respond. It was my first wedding. I hoped they didn't guess. As I looked at their worn faces, I longed to have the occasion beautiful for them. There were no flowers in the house, but I cleared the drop-leaf mahogany table of its magazines and books, lighted the tall white candles in their silver holders, propped my open Bible against mother's Sheffield fruit dish and went out in the hall to put on my robe. If this wedding was to have sacred significance for these people I resolved to give it all the dignity and beauty I could. With my silver cross about my neck and the service book in my hand I confronted them—only to realize that they had no witnesses.

Whom could we get? I named the neighbors who might be available. Their eyes finally sparked to one name. So we waited while the groom went down the street to get these people who had already prepared for bed and had to be persuaded to get dressed again and come. Then as I proceeded with a prayer in my heart that God's blessing would be with them, I was engulfed by a feeling of responsibility and in my confusion lost my place in the service book. The ring had been put on the bride's finger as the groom haltingly followed me through the ritual, so solemn and meaningful. Where was I? My eye scanned the page and in a second I found myself reading the final prayer of blessing.

Only as they went out the door did I realize that I had completely left out one paragraph of the service; and it was the one with the words which pronounced them "husband and wife together." Perhaps they didn't notice the omission. I worried a little about the legality of it, and out of curiosity I checked later with a lawyer who assured me that since the vows had been taken they were indeed legally married. Anyway I am sure that God who knew the depths of their lives through the past years, the bride's weariness and weakness, and the husband's desire to take care of her, knew also that they were husband and wife in the truest sense, whether I had said so or not. They have moved back into town now, their little house under the big maple is gay with geraniums in the window boxes, and their contented expressions as they pass me in the street make me feel that all is well.

WINTER in Maine made my ministerial tasks more difficult, but at the same time the rewards seemed greater. The first time I awoke to a snowy morning in Maine I went downstairs and stepped in a drift up to my ankles, right in the front hall. By closing the door from the living room into the hall and from the kitchen into the hall, I had three rooms which kept fairly warm. The holes in the ceiling—my "central heating"—I also closed off and so the rooms in which I lived stayed comfortable. But when it was necessary to go into the hall or upstairs it was like an icy plunge.

CONTINUED ON NEXT PAGE



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SEVEN STEEPLES CONTINUED

The real test was keeping warm at night. Once long ago, for a joke, someone had given me some long red flannel skiing tights. They were wonderful though they must have looked a bit strange under a pink flannel nightgown. A blue knit bed jacket, some heavy hand-knit white wool socks tucked into lavender hand-knit traveling slippers and a sleeveless sweater, which added another layer and kept the underneath layers from shifting about too much, completed my bedroom attire. Never did a lady prepare for bed in such a colorful manner. On really cold nights I pulled yet another sweater over my head and tied its arms around the neck. I remembered once as a child reading somewhere that tramps used this method to protect themselves from the cold. If the neck with all its arteries and veins is warm, you feel warm all over.

Even worse than the bitter cold days and nights were the blizzards that seemed to come fresh from the North Pole. We were soon hit by the biggest snowstorm I had ever seen. For two or three days the wind howled, the thick soft snow soon became dry and powdery. Whipped by that wind, it stung almost like sleet and drifted in great piles about the house. The typewriter was promptly moved to the kitchen table, the oven door was opened and when I sat to read I toasted my feet in the oven. A wonderful time to catch up on the study course for my ordination I thought.

Mission through a blizzard

BUT then, just after I had settled down, the phone rang. Marguerite Gordon's mother, whom I had visited at her sickbed a few days before, had taken a turn for the worse. Could I get the car out of the garage? I had long since learned to leave the garage door open; better to have snow drifting inside than piled in frozen mass against the door, making it immovable. The snow-tread tires would do a lot, but they wouldn't buck the drift across the driveway. With a scarf I tied an old felt hat firmly down around my ears. Then, in my sheepskin-lined boots and my winter coat, I took up the snow shovel and started out. As I opened the door the wind took my breath and tossed it a mile or so down the road. The storm door was wrenched out of my hand and blown back against the house with a bang that cracked the panels. This was a sure-enough blizzard!

I managed to dig a crazy path to the driveway and tackled the height of the drift. It was hard work shoveling against that wind, but I finally carved it down sufficiently so the car wheels could dig the rest. They did, and I made my way through the gathering dust and swirling snow to Marguerite's house. Their driveway had been shoveled by Marguerite's husband, Maynard, so capable, so devoted and, of course, so silent!

With courage that never ceased to affect me, Marguerite and her sister Phyllis kept the conversation in their mother's room cheerful, hopeful and robust, even though they knew she could never get well. I was there when the doctor came, and I followed him out to the kitchen. "It can't last much longer," he said to the girls. There were quick tears on both their faces, but they were hastily wiped away. Then one of them turned to me and said, "We've sent for mother's brother. He'll get in on tonight's train. Do you think you could possibly meet him for us? Maynard could go, but we don't like to have him away. He's the only one of us who can lift her—and if anything should happen. . . ."

"Of course," I said, "Maynard must stay here with you." I knew how they depended on him. To drive 13 miles each way through that storm would not be easy, and the train might be very late, but of course I was glad to go. Inch by inch I crawled, grateful when the light of an occasional approaching car helped me to see where I was. Finally I reached the station—to hear, as I had feared, that the train would be about an hour late.

It came at long last; and then the long, difficult drive home. The trip should have taken 20 minutes. Instead it took about an hour and a half. I shall probably never have to drive under such hard conditions again. But when we got back to the house and I saw the eyes of the old woman as her brother came into her room, the difficulties of the trip seemed like nothing at all. I knew it was a privilege to be allowed to share so intimately in the life of a family like this one.

SOMEHOW, despite my many activities, I completed my study course and was ready to be ordained at last. The final paper had been turned in, the last examination taken and passed. Conference was coming and with it my ordination service. I pictured the service as I had seen it performed for others—the group of young men standing before the bishop to receive the solemn charge, the



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CHEERING VISIT is paid a convalescent, Mrs. Mark Archer, of Gouldsboro. Normally a staunch churchgoer, Mrs. Archer has lately been too ill to attend.

SEVEN STEEPLES CONTINUED

kneeling figures as the hands of the bishop, the elders and district superintendents were laid on their heads in the act of ordination. I pictured it over and over again in my mind and felt that this supreme experience for which I had been preparing so long would be a wonderful moment.

And then, the Sunday before I was to go to conference, one of our boys, a fine young man of 14, approached me after church. With obvious effort, he asked, "Mrs. Henrichsen, could I join the church next Sunday?"

I felt a moment of panic. The next Sunday was Conference Sunday. I was to be ordained in a city about 150 miles away. Then I looked again at the boy's face; I could read in it what he had been feeling. I realized that next Sunday was not only the date for my ordination, it was also Mother's Day. This boy's decision was his Mother's Day gift to his mother. It meant everything to him. I hesitated only a moment before saying, "Of course you may. It will be wonderful for us all to have you."

When I got to Conference the next Wednesday, I looked up the bishop and explained the situation. "Of course I'd like my ordination this year," I said, "and I'm ready for it. But when a boy comes to you with a request like that, you don't say to him, 'No—you'll have to wait a week.'"

The bishop agreed that it was too important for the boy to be put off. I said I would be willing to wait for another year, but as it happened I didn't have to. I was ordained by the bishop in a special ceremony on the Friday preceding that important Sunday.

Hymns and sea chanteys

I ALWAYS take my vacations in the winter—summers in Maine are far too busy to think of it, partly because everybody in every other state is there taking his vacation. A great many of these "summer people" enter into the church community with eagerness and help us with projects we could not otherwise consider. When one summer we decided to have a two-week vacation Bible school, one of the teachers was an enthusiastic lady who spent her winters teaching in a progressive school.

She and her husband so enjoyed this vacation Bible school that when our two weeks were up they continued having the children who lived in their part of the parish come once a week to their place for more of the same. The program was different and remarkable; seldom has a vacation Bible school combined Bible lessons, hymn singing and worship with sea chanteys and ballads, swimming parties, suppers cooked on the beach and even painting and folk dancing. The children came to feel that God was in their good times as well as their solemn worship, and that it was the natural and right thing to stop work and play occasionally to thank Him.

CONTINUED ON PAGE 175



**If his birthday
is between
Oct. 23 and Nov. 22**

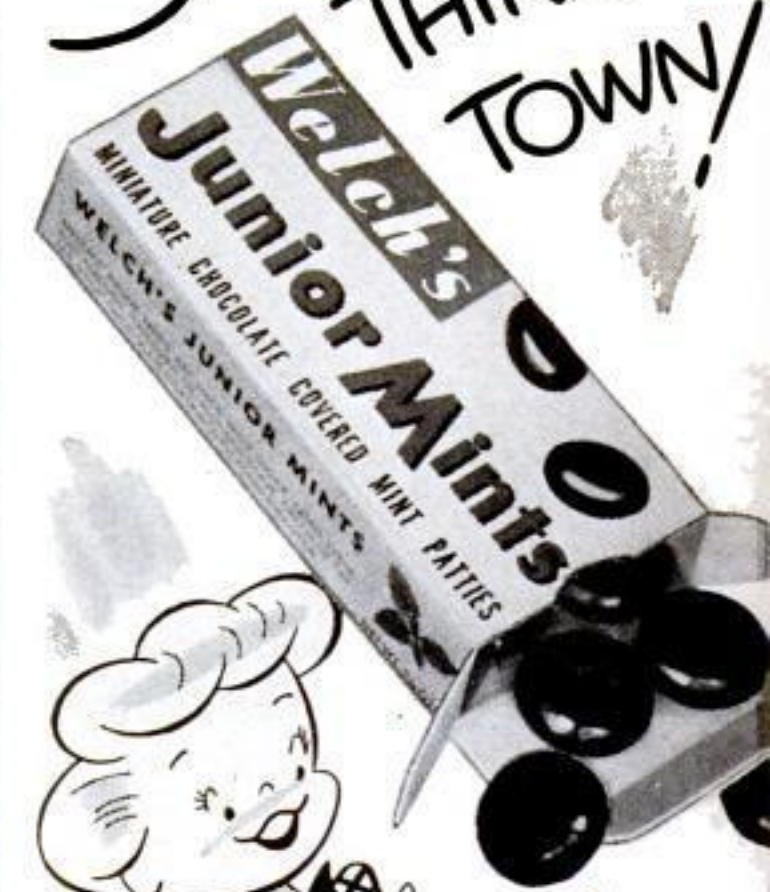
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SEVEN STEEPLES CONTINUED

On the place was a tiny shack that had once been a pony stable and more recently a shed for lobster pots. The children cleaned it out and made a little outdoor chapel. As they decorated it, they learned the appropriate Scriptures: "The heavens declare the glory of God and the firmament showeth His handiwork" was the Psalm they learned the day they fastened starfish, which they had collected and dried, to the ceiling to represent the starry heavens. The altar table of white birch saplings held a picture of Christ, and near the door was one of St. Francis. One little girl, caught up by the reverent devotional spirit, wrote a hymn of her own and composed the music for it. They all brought bunches of bright berries, bits of driftwood, sea urchins, all sorts of finds, as their gifts to the altar. One day they found a gull wing on the beach—its feathers soft and pearly—whereupon they learned the bit about "if I take the wings of the morning and dwell in the uttermost parts of the sea, even there Thy hand shall lead me and Thy right hand shall hold me."

Whenever I visited, an eager hand led me to the chapel to see what new treasures had been added. It was a sight to see 12 or 14 children come splashing out of the water and in their dripping bathing suits take a visitor over to see their own little chapel. They always entered softly and reverently. They would perch on the benches, talk gently of God's wonderful ways, sing a Bach chorale or two, perhaps recite some Scripture, ask the visitor for the story and close with a simple heartfelt prayer and the Lord's Prayer. It was not "playing church"; it was much more real.

After worship and a swim (not usually mixed together in quite this manner, but so spontaneous and genuine that there seemed nothing incongruous about worshiping in bathing suits), the group would gather around the fireplace for cocoa and cookies. The afternoon would usually end with the singing of old ballads led by the husband, who accompanied himself on an enormous guitar. The children would sing their rousing sea chanteys, just as their own seafaring ancestors once did. Somehow, after that summer, most vacation-Bible-school ventures have seemed tame indeed.

An Indian wedding

THERE is probably nobody in this whole section more beloved and respected than Susy—and "Susy" she is to the people for miles around and to the fishermen and hunters who rent her camps from April through November. She and her husband, "Big Chief" Stanwood, live on a narrow neck of land between two of the finest lakes for salmon and trout fishing anywhere around. Susy's language is as forthright as her thinking. She has no place in her heart for sham or pretense and she is kindness itself. As she puts it, "I'd rather do things when I can for people—get more fun out of it—than be growlin' about it." I think I would rather incur the wrath of all the district superintendents and bishops of the church than lose the respect and regard of Susy Stanwood. There is something about her as crystal-clear as the spring water she dips up for her guests, and she expects that clarity from all with whom she deals. I think the initial interview with St. Peter must be something like facing Susy.

One day she called me on the phone. "Mrs. Henrichsen, there's a couple out here want to get married." This was a Saturday morning.

"Well, send them in to see me," I suggested. I could hear a very flat silence at the other end of the telephone. Then, "You couldn't come out here this afternoon?" Now I realized that Susy wanted to have a part in it.

"Why I guess I could," I said. "What about these people, Susy? Do they know what they are doing?"

"Oh yes," her voice was strong and hearty. "I've known them both a long time. They're all right."

So the hour was set and I went out across the hills and the cut over blueberry land, down the long road that penetrated the very heart of the forest and out to the fishing camp, with the lakes sparkling in the spring sunshine and the wind in the pines making lovely caressing noises. To my amazement when I entered the house I found that the couple were Indians. The man was a chief who made his livelihood by giving lectures on Indian lore to schools and community groups. His copper-colored face was wreathed in smiles, his English cultivated and flawless. He wore a number of rings of beautiful silver and turquoise work, the sort of thing one expects in Navaho country but hardly in Maine. His bride also had on beautiful heavy silver jewelry, bracelets and an intricate necklace. After Susy introduced us, we talked for a few minutes about the meaning of the ceremony. I looked over their papers which were in order, and I felt that they were both

CONTINUED ON NEXT PAGE



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FORTHRIGHT PARISHIONER, Susy Stanwood, who at 63 still chops her own kindling, exemplifies for the author the sturdy self-reliance of her flock.

SEVEN STEEPLES CONTINUED

intelligent and sincere in their devotion, mature people who would make their marriage succeed.

After they had been pronounced "husband and wife together" and we had had the final prayer and benediction, Susy invited me to stay for supper with them. Since it was Saturday and it was Maine, supper was baked beans, brown bread and cabbage salad. Not even a wedding feast can disturb down-East tradition for Saturday night menus. As I pitched into the feast, I caught myself wondering how many ministers have been invited to that sort of wedding supper—at one end of a long table in a fishing camp, with a full-blooded Indian chief smiling down at his shy bride.

FISHING is in the lifeblood of Maine, and there are more varieties than a casual observer would suppose. In the center of Franklin there is a tiny thread of a stream that wanders through alder growth near the railroad station. One day the station agent looking out of his window, saw a big, shiny red car with out-of-state license plates parked beside this stream. The driver matched his car; he was dressed in the most expensive fishing togs. With new creel and fly rod he advanced on the brook. The station agent left his post and sauntered over. He stood watching the stranger for a minute.

The fisherman spoke first. "Any trout in this brook?" His tone was a little patronizing.

The agent spat thoughtfully. "Might be," he answered. "Or might not. Never can tell about trout. But I wouldn't fish that brook if I was you, Mister."

"And why not, I'd like to know?"

"Well," said the agent, "people round here kinda leave that brook for the kids. I wouldn't like to say what might happen to you or that car of yours if they was to catch you fishin' here."

Without a backward look, the agent sauntered off. He had the day before stocked that brook from a shipment of state hatchery fingerlings that had come through his office. For years he has seen to it that there are trout there "for the kids." When he got back to the station he looked out the window. The shiny car and the stranger had gone.

THERE is a great deal of gentlehearted kindness in these backcountry homes. And sometimes it is mixed with tragedy. On one hidden road there lived a family in a fairly large shingle-and-tar-paper home. There were several children. One day I went out to call, making my way through the mud, over the scattered toys around a barking puppy tied to a tree and into the kitchen. I am sure the temperature in that kitchen must have been well over 90° it was like opening a blast furnace when I stepped inside. Three of the children seemed quite normal, though the baby was so very white I feared for it. Two of the children had not taken off their snowsuits and the baby was very warmly dressed; no wonder it was white in that terrible heat. The fourth baby, a little girl about 2½ could only make incoherent sounds. She was obviously abnormal—her large head and face badly discolored with a deep red birthmark. "Poor child," I thought, "what chance does she have?" But as I visited, I noticed the tender solicitude of the mother for this

CONTINUED ON PAGE 17

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WORTH UP TO
\$37,500

Cockers!

Boxers!

Beagles!

Dachshunds!

HERE'S WHAT YOU GET! Just like the famous Canada Dry Contest of 1951... again you get a chance to win your favorite pup—boxer, beagle, cocker, dachshund. All 255 of these prize pups are at least 8 weeks old. They've been inoculated. They're pedigreed and qualified for registration. You get the breed of your choice delivered to your home. Try for *your* pup today!

HERE'S HOW YOU GET IT!

1. Finish this sentence in 25 additional words or less—"I like Canada Dry Ginger Ale because..." Use coupon at right, or get entry blank at your favorite store, or use one side of plain piece of paper.
2. Send your sentence and 2 Canada Dry Ginger Ale bottle caps to: Canada Dry "Win a Pup" Contest, Box 63, New York 46, N. Y. Enter as many times as you wish, only be sure *each* entry is accompanied by 2 Canada Dry Ginger Ale bottle caps and your name and address.
3. Contest is open to everybody in the continental

U. S. and Hawaii except employees and families of employees of Canada Dry Ginger Ale, Inc., its Licensed Bottlers and their advertising agencies. Entries will be judged for originality, sincerity and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in the event of ties. Winners will be notified by mail or telegram. No entries will be returned and all entries become the property of Canada Dry Ginger Ale, Inc. Contest subject to all state and federal regulations. Where awarding of live pets is prohibited, winners will be awarded cash equivalent of dogs won. (This applies to New Jersey, Connecticut and any other jurisdiction in which similar prohibitions may be in effect.)

HERE'S A WINNING TIP! When you pick up your pen or pencil, pick up a bottle or glass of delicious Canada Dry Ginger Ale at the same time. You'll be rewarded doubly. You'll get inspiration for your contest sentence... and you'll get the best drink you've ever tasted!

Entries must be postmarked not later than November 30, 1953



CANADA DRY
"Win a Pup" Contest
Box 63, New York 46, N. Y.

Here is my entry.

"I like Canada Dry Ginger Ale because....."

I enclose 2 Canada Dry Ginger Ale bottle caps.

Name.....

Address..... City..... Zone..... State.....

Check your choice.

☐ Dachshund ☐ Cocker ☐ Beagle ☐ Boxer



Body by *Fisher*

Quiet

THERE are times when even the slightest noise can spoil the picture—such a picture, for instance—as your motoring comfort.

That's why Fisher Body sound engineers go to such lengths to protect you against the irritation of the many little noises which are bound to result from a sizable object like a motorcar moving over rough roads and through traffic.

How well they've succeeded, a ride in a car with Body by Fisher will convince you. Yet their search of silence continues—at the special Fisher Body sound laboratory. Right now, for instance, they are even mak-

ing use of the latest binaural sound equipment in their work.

This consists of double microphones, attached to a tape recorder on the rear seat of a test car, which register sound exactly the way a person with normal hearing catches it.

So—you can add scientific noise protection to the other luxuries offered you in Body by Fisher: years-in-advance styling, sturdy construction, exquisite appointments. But remember—these are yours only on the Famous Five—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. They alone give you Body by Fisher.

Exclusively Yours on the five General Motors cars:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

handicapped little one, as if by the very strength of her love she could shield it from the fierce struggle of life.

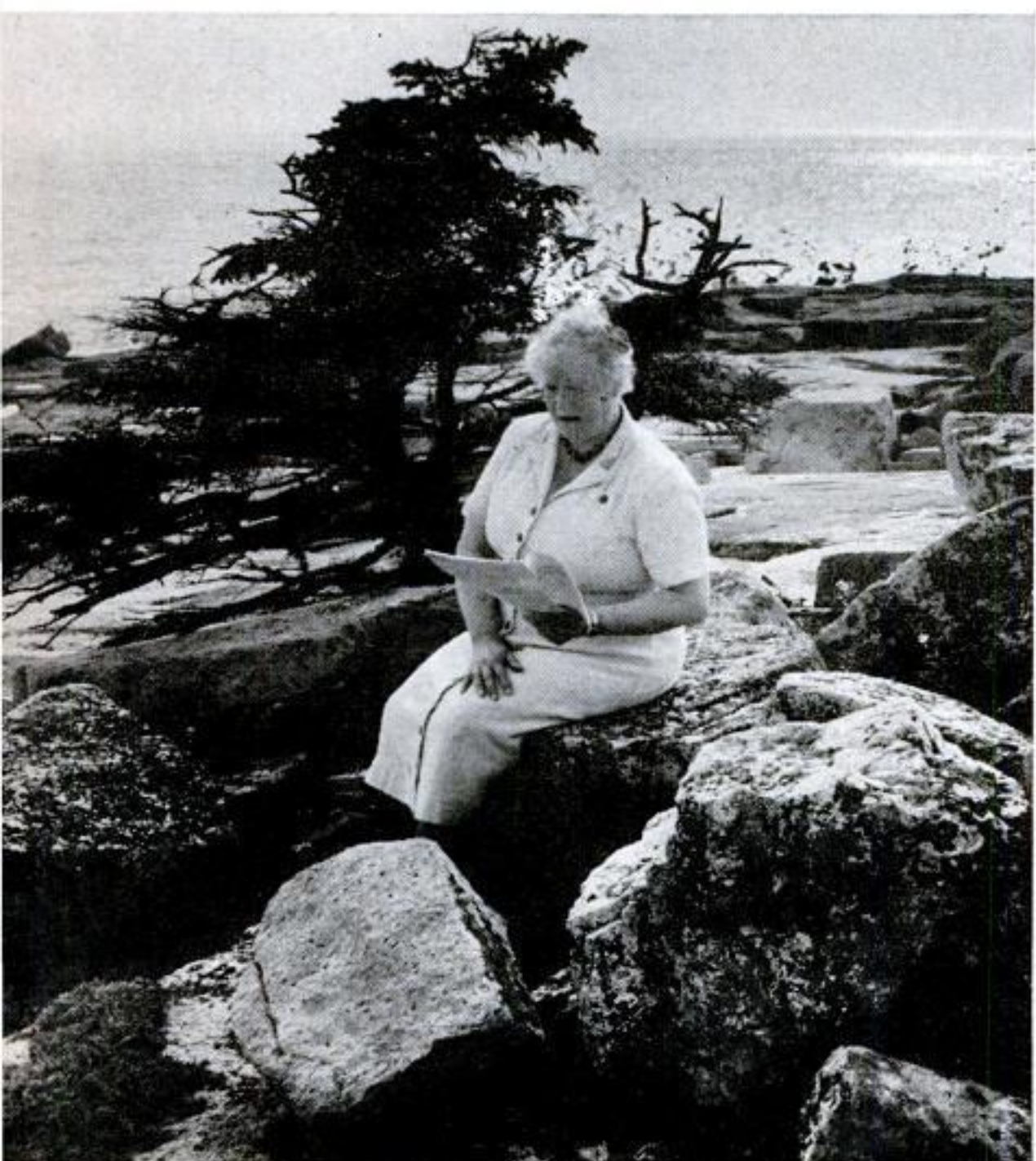
Perhaps a year later I was called to the home. This child had died. The grief of the father and mother was real and deep. The father sat bowed behind the stove suffering silently—a figure of sorrow before the double mystery of life and death and the strange accident that might have made life so very hard for his little girl if she had lived to grow up. The mother smiled through her tears as she said she knew it was the love of the Heavenly Father that had taken her baby out of a world that would have been too hard for her.

But the depth of heartbreak for me came during the service. The little girl, in a lovely white dress with pleated skirt, patent leather shoes and white socks, lay in the tiny casket like a doll. Her face was white and clear. It was the only time the mother had ever seen that way. The mother looked down into the casket for a long, silent time and then turned to me, whispering in awe. "My baby beautiful," she said. "My baby is beautiful!"

Whenever I think back on all these experiences, I realize that it is these people who have made each experience so rich for me. I have often tried to assess what it is that makes them the way they are, what it is that draws them so close to God.

I suppose the sea has something to do with it—the sea and their constant closeness to it. There is a particular place along the rugged coastline where I have gone many times for quiet meditation and inspiration; it is to me one of the most beautiful spots in the world. I remember going down there one afternoon, just before dusk. The sun was beginning to drop behind Cadillac Mountain, throwing its outline into deep purple shadow and making a golden glory above and behind it that was reflected in the water. I stood close to the rocks, tasting the salt spray from the long green swells that ceaselessly rose and fell. What mighty power lay under those lifting waves, clear, translucent green one moment and crashing white foam the next. Watching them, I remembered what one of my parishioners had once said to me: "Nobody couldn't live here and watch these tides day in and day out and not know somebody was in charge of things." As I watched, the sun disappeared; dark dusk crept across the water. And out beyond the breakers I saw a tiny duck, a bufflehead, riding serene and confident on the tumbling sea—so small and so unafraid. Yes, I thought, surely the spirit of God still moves on the face of the deep.

I turned away to drive back home across this dear Maine land, passing one after another of the tiny buildings where we worship together, perfectly certain of one thing—that no matter how few numbers the congregations I was called to serve, there are no little churches in the Kingdom of God. There is no such thing as a small church when it is a church of Jesus Christ.



MOMENT OF MEDITATION is taken by Mrs. Henrichsen to consider her next sermon, while resting on a rocky headland in the Acadia National Park.

LI'L ABNER by AL CAPP

?!-WHUFFO!
IS YO'A
SOBBIN'?
YO' LOOKS
READY FO'
LOVE!!

AH IS—BUT LI'L ABNER LOVES
HIS STRUNK CHAIN SAW!!



COPYRIGHT, UNITED FEATURES SYNDICATE, INC.



"Sho ah loves mah Strunk," says Li'l Abner, "'cause ah chops mah wood so easy now. All that 'mule' power in that one li'l contraption an' it ain't got no gadgets to confoose me. Ah got dependents and ah can depend on mah Strunk to make us plenty of po'k chop money."

Li'l Abner bought a saw packed with power at an honest price. Do your woodcuttin' Li'l Abner style with a Strunk Chain Saw. Priced from \$229. See him at your dealers or write.

STRUNK CHAIN SAWS

STRUNK EQUIPMENT COMPANY • Coatesville 60, Penna.

Burgers
Taste
Better!

A-1
SAUCE

Ask for A-1 when dining out, too!

Own a cat?

For new facts on feeding cats for better health and beauty, read about the LIFE BALANCE in **WHOLE FISH**. See Puss 'n Boots color page in this issue.

Puss 'n Boots
Cat Food

Campana
Italian Balm
best lotion for busy hands

Nut Cracker's Choice!

BERNER'S
Holiday
BRAND
mixed
nuts

- Brazil Nuts
- Almonds
- Walnuts
- Filberts
- Pecans

Special holiday selection; cellophane packed. Buy 'em now at your favorite food store.

Robert L. Berner Company
Chicago

Treat the Kids
on Halloween!

FLEER
DUBBLE BUBBLE
GUM

Guaranteed by
Good Housekeeping

Fleer Dubble Bubble Gum is the ideal treat for Halloween callers. Have a big supply on hand. Kids love it!



MAN IN BEAR'S CLOTHING, employed by the winehouses to greet guests, gives girl a welcoming hug (top), then is set upon by a pugnacious winebibber (center) but successfully blocks roundhouse blows (bottom). His assailant soon tired and quit fighting and the unruffled bear ambled to the next establishment.



BUSES JAM ROAD IN FRONT OF THE DAPPLED COW INN NEAR MARIENTHAL

Life Goes to *A Gay Outing in the Ahr Valley*

GERMANS ENJOY A WINY HOLIDAY

Six days a week in summer and early fall the Ahr Valley in Western Germany is a peaceful, verdant place with nothing stirring but a few vintners who plod slowly along its sheer rock terraces tending their vines. But the first light of Sunday brings hundreds of rumbling buses, whining motorcycles, carts, cars loaded with visitors from cities as far away as Frankfurt and the Ruhr who come to drink the red wine of the Ahr, which is rare in a region noted for white wines and a lot cheaper in the valley than it is back home. With a few bottles of *Ahrwein* in hand or inside them, the visitors spill out over the countryside or jam the narrow valley streets and winehouses. Some of them tipsily try barefoot wading in the Ahr, which flows eastward to the Rhine and the city of Remagen, 15 miles away. Others jostle for a chance to swing hilariously above the valley on the Sessel Seilbahn (opposite page).

The happy vintners of the Ahr Valley who usually age their wines for at least a year are now selling it off as soon as it is fit to drink. And the happy deportment of the weekend winebibbers has made the valley famous in Western Germany with a new saying: "Who has been to the Ahr and does not know he has been there has really been to the Ahr."



ASTRIDE WINE BARRELS, portly sightseers hold hands and sing while an accordionist serenades them after guided tour of biggest wine cellar in the Ahr.



ON THE SESSEL SEILBAHN, a chair lift put up this season to accommodate winebibbers, girl clutches boy who clutches bottle during five-minute ride high

over the valley. Round-trip ticket to winehouse on top of the mountain costs about 30¢. Riders are locked in their seats with iron bar before the ascent starts.

Genuine MACMILLAN RING-FREE Motor Oil is sold ONLY at

- ✓ SERVICE STATIONS
- ✓ GARAGES
- ✓ CAR DEALERS

Look for the Big Red



The big red M sign is your guide to your nearest dealer where *genuine* Macmillan RING-FREE Motor Oil is sold.

When many people are asked about Macmillan RING-FREE Motor Oils, they think of them as oils to clean carbon out of sluggish engines—to reduce ping.

But that's only part of the story.

Actually the regular use of Macmillan RING-FREE Xtra Heavy Duty Oil *prevents hydraulic valves from sticking* and more than pays for itself in the gasoline it saves!

LOOK AT THESE FIGURES:

Average oil drain.....1500 miles
At 15 miles per gallon, gas consumed...100 gallons
8% saving on 100 gallons gasoline...8 gallons
Gasoline average cost*...28.63 cents per gallon
Savings (8 x 28.63¢).....\$2.29
*Includes premium and regular grade.

This \$2.29 more than pays for your oil
drain of 5 quarts at 45¢† per quart.

†Slightly higher in some areas.

Compared to other brands—under the same load, speed and road conditions—Macmillan RING-FREE Xtra Heavy Duty Motor Oil in hundreds of tests in cars of many makes showed an average reduction in gasoline consumption of 8% over all other brands of oil tested.

Start using Macmillan RING-FREE Xtra Heavy Duty Oil because it does such a wonderful job of cleaning. But keep on using it—month in and month out—because it reduces friction inside your engine, *prevents hydraulic valves from sticking*, saves wear and tear and repair bills, makes your car stay newer longer and *more than pays for itself in the gas it saves!*

R. S. Macmillan President
MACMILLAN PETROLEUM CORPORATION
530 W. 6TH STREET, LOS ANGELES
624 S. MICHIGAN, CHICAGO • 50 W. 50TH, NEW YORK

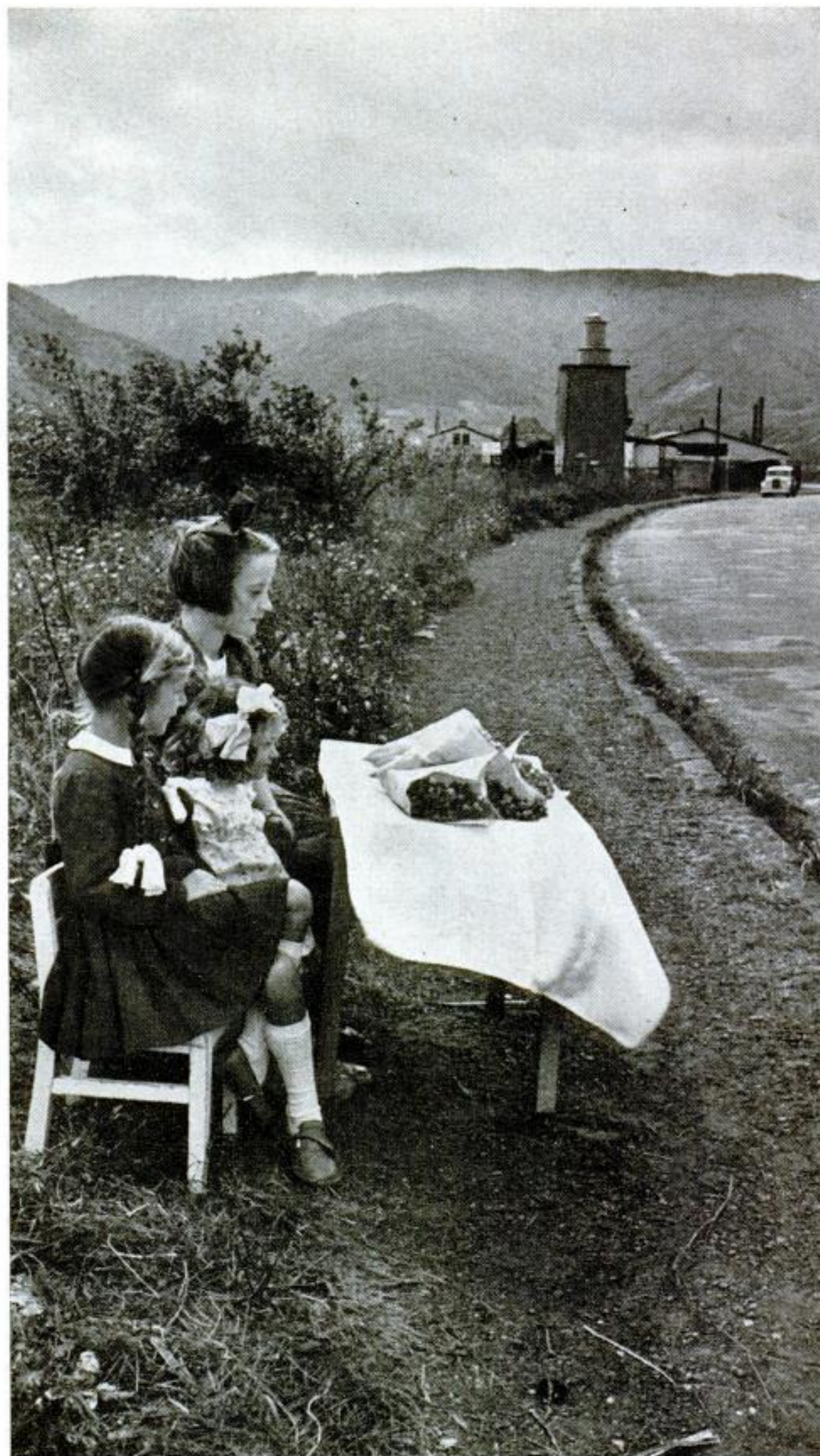
—CLIP OUT AND MAIL TODAY!—

R. S. Macmillan, President, Dept. L8
Macmillan Petroleum Corporation
530 West Sixth St., Los Angeles 14, California
Please send me your folder—"The Oil that
Pays for Itself in the Gas It Saves."
Also tell me my nearest Macmillan Oil dealer.

Name _____

Address _____

Party on the Ahr CONTINUED



AT ROADSIDE STAND strategically placed on the highway near Dernau, three little girls hopefully wait for a customer to stop and buy their grapes.



ON OUTDOOR DANCE FLOOR in Mayschoss, Frau in funny hat she bought at sidewalk stall gathers up cumbersome skirt so she can step livelier.

Best for every lighter

RONSONOL® LIGHTER FUEL

Best for ANY Type Lighter
LIGHTER FUEL
LASTS LONGER! LIGHTS INSTANTLY! BURNS CLEANER! PLEASANT SCENT!
For fluid fuel lighters
Lasts Longer! Big 4 oz. can
Lights Instantly! 25¢
Burns Cleaner!
Pleasant Scent!

RONSON® REDSKIN® 'FLINTS'

5 Extra Length
RONSON REDSKIN
'FLINTS'
with the distinctive
'REDSKIN' coating—
Best for ALL lighters.
Super Sparks! Handy Five-Flint
Instant Lights! 15¢
Last longer because they are longer!
THIS SURE-FIRE TEAM MADE BY RONSON
MAKERS OF THE WORLD'S GREATEST LIGHTER

**Delight
your dog-**

with **Krispy,**
Krunchy
Klix
DOG CANDY
New, veterinarian-approved treat
for cats and kittens, too.

**TRICK-OR-TREATERS
LOVE HEALTHFUL, SUGAR-
SWEET SUN-MAID
RAISINS!**

Always Fresh
Tempting And
Delicious!
SUN-MAID
RAISINS
• Ask your grocer for the
SUN-MAID 6-PACK. Six pocket
packages just right for between meal snacks!
NOW FLAVOR-PROTECTED WITH CELLOPHAN

CONTINUED ON PAGE 185

Wherever fine whiskey is enjoyed—the call is for

OLD
Sunny Brook
BRAND

Whether you fill your glass with the mellow blend or the rich and delicious straight, you will find Old Sunny Brook to be a finer whiskey. From trim Cape Cod cottages in the East, to magnificent cliff homes overlooking the Pacific . . . on Main Street or on Country Club Row . . . Old Sunny Brook is the world's preferred Kentucky Whiskey! Ask for it in *Blend* or *Straight*.

"Cheerful as its Name"



WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY



KENTUCKY BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS • KENTUCKY
STRAIGHT BOURBON WHISKEY, 86 PROOF • THE OLD SUNNY BROOK CO., LOUISVILLE, KY.



"BRIAR PIPE-ING"—deftone custom binding accents Jarman's fashion-right styling . . . to make you look your best. And to make you feel your best there's Jarman's famous "friendliness of fit" built into every pair.



CROSSING THE AHR, winebibber precariously ferries shoes across stream to a comrade who cut foot after they decided it would be fun to go wading.



ARGUING OVER WINE, two friends have an elaborate discussion about who should get temporary custody of bottles they bought for ride up the hill.

The fabric for good looking, dependable, rugged work clothes

...and for sportswear as well

**STEVENS
TWIST TWILL[®]
DELTA FINISHED**

Look for this label on your favorite brand of matched sets (matching shirt and pants). It stands for a fabric with rugged strength for longer life and lasting good looks. The Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth supple texture. A completely washable fabric, Twist Twill is Sanforized for permanent fit — vat dyed for color fastness.

J. P. STEVENS & CO., INC. • NEW YORK, N. Y.
Fine Fabrics since 1813 • 140th Anniversary Year



PUSH-BUTTON PATTERN

A British guided missile recently wrote in the sky a striking pattern which might become all too commonplace in a push-button war. The missile is designed to intercept enemy jets in any supersonic battle of Britain. About a foot in diameter, it has a top speed of more than 2,000 mph. The interceptor (*center, above*)

is accelerated by four pairs of booster rockets, which fall away once cruising speed is reached. As they burn up their fiery fuel the boosters themselves become incandescent. And the eerie glow surrounding them is probably the result of this heat and of the compression of the air by their arrow-shaped shock waves.

Best Buy of the Big Four IMPERIAL

Among America's 4 largest selling whiskies, Imperial has no peer in smoothness, in flavor, in value. To compare its character with any of the others is to prove this instantly! That is why we think Imperial deserves the throne we've placed it on.

You can pay more, but you cannot buy a whiskey made with more integrity or greater skill. The reason? Imperial is made by Hiram Walker to the highest standards in the world.



BLENDING WHISKEY. 86 PROOF.
70% GRAIN NEUTRAL SPIRITS.
HIRAM WALKER & SONS INC., PEORIA, ILLINOIS.

TOMMY DORSEY ☆ JIMMY DORSEY ☆ VAUGHN MONROE ☆ EDDIE SAUTER ☆ BILL FINEGAN ☆

*Top band leaders tell
why they changed
to CAMELS*

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



The Dorsey Brothers Their new band makes great music. Jimmy switched to Camels mainly because of their mildness. Brother Tommy, long-time Camel smoker, says: "Besides being mild, no other cigarette tastes as good as Camels to me!"



Vaughn Monroe Famous singing star says, "I've smoked Camels for 21 years. They've always tasted best, always seemed mildest. I think Camels give *any* smoker more pleasure. Why not try 'em?"



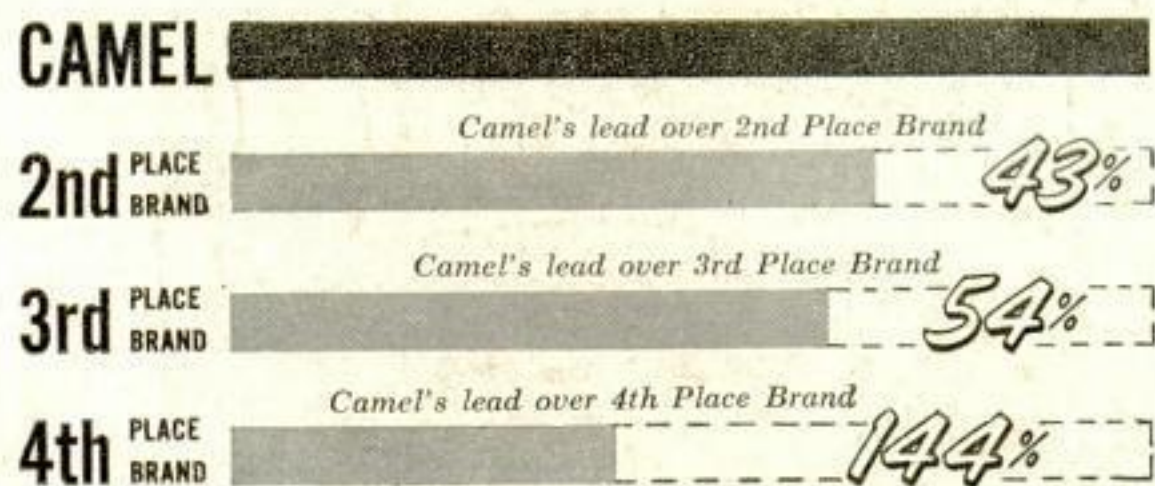
Sauter-Finegan Orchestra is new, different, popular. Says Eddie Sauter: "I've tried many brands, but I get most pleasure from Camels." Bill Finegan declares, "With me, Camels clicked instantly. Their mildness and flavor taste exactly right."

For Mildness and Flavor

Camels agree with more people **THAN ANY OTHER CIGARETTE!**

LOOK AT THE FACTS!

LATEST PUBLISHED FIGURES* SHOW—
MORE PEOPLE SMOKE CAMELS
THAN ANY OTHER CIGARETTE



*From Printers' Ink, 1953

WHAT DOES CAMELS' GREAT POPULARITY MEAN TO YOU?

Just this: If you want to enjoy smoking more than ever, you should try the cigarette that the most smokers enjoy!

MAKE THE TEST THAT HAS PROVED TO MILLIONS...for mildness, for flavor,

Camels agree with you best of all cigarettes! Smoke only Camels for 30 days. You'll certainly discover Camels taste richer...Camels' mildness suits you best, pack after pack. So Camels give you *more* and *better* enjoyment!



**Make Camel's 30-Day Mildness Test...
see how well Camels agree with you!**